

State of HOPE Animal-Assisted Crisis Response

Kathy Olin, President

Thank You

HOPE Animal-Assisted Crisis Response Mission

- “To provide comfort and encouragement through animal-assisted support to individuals affected by crises and disasters.”

organization sharing dog communities makes believe impact love help
comfort enjoy dogs work crisis members HOPE give
mission disasters support experienced also bring comfort provide people

Restoring HOPE

Team Introductions

- Regional Managers
- Board of Directors
 - Jeanne “the voice of HOPE”
- Number attending/regions represented

Meaning- restore to a former condition

The goal of restoring the synergy of HOPE AACR togetherness

- Learning, Laughing, and a dash of community service!

Around the Regions



Around the Regions



Around the Regions



Animal-Assisted Crisis Response

ment through animal-assisted support
by crises and disasters.

at local and national events since 2001,
background checked, and never self-deploy.



HOPE AACR Teams assist Local, State, and Federal Agencies



Partner with: FEMA, Red Cross, VOAD/COAD, Coast Guard, Fire Departments, Law Enforcement, 100 Club, and Other Governmental/Non-governmental Agencies

Where We Help:

- | | |
|--------------------------|-----------------------------------|
| Accidental deaths | Suicide |
| Line of Duty Deaths | Emergency Simulation drills |
| Natural Disasters | Assisting behavioral health staff |
| Traumatic Incidents | Memorial Services |
| Structure Fires | Educational events |
| Multi-Casualty Incidents | Multi-Agency Resource Centers |

Around the Regions



Strategic Planning

Strategic Planning Task Force

Strategic planning event

- Meeting of the new BOD
- Focused on HOPE's future!
- Like-minded and goal oriented

HOPE
Animal-Assisted
Crisis Response

Strategic Planning

Top 5 Challenges/Priorities for Non-Profits

- Membership recruitment/retention
- Money and Fundraising
- Technology
- Staffing and Volunteers
- Decision Making

Strategic Planning

Priorities and Tactical Plans for One-Three Year Strategic Plan

- Membership recruitment and retention
- Money and fundraising
- Technology

HOPE
Animal-Assisted
Crisis Response

Membership Recruitment and Retention

Objective 1: Increase membership recruitment

In Progress

- Review 2010 Animal-Assisted Crisis Response National Standards; document outlines how HOPE AACR meets or exceeds

Objective 2: Investigate possible increase in 2023 workshop capacity

Objective 3: Optimize Membership Retention

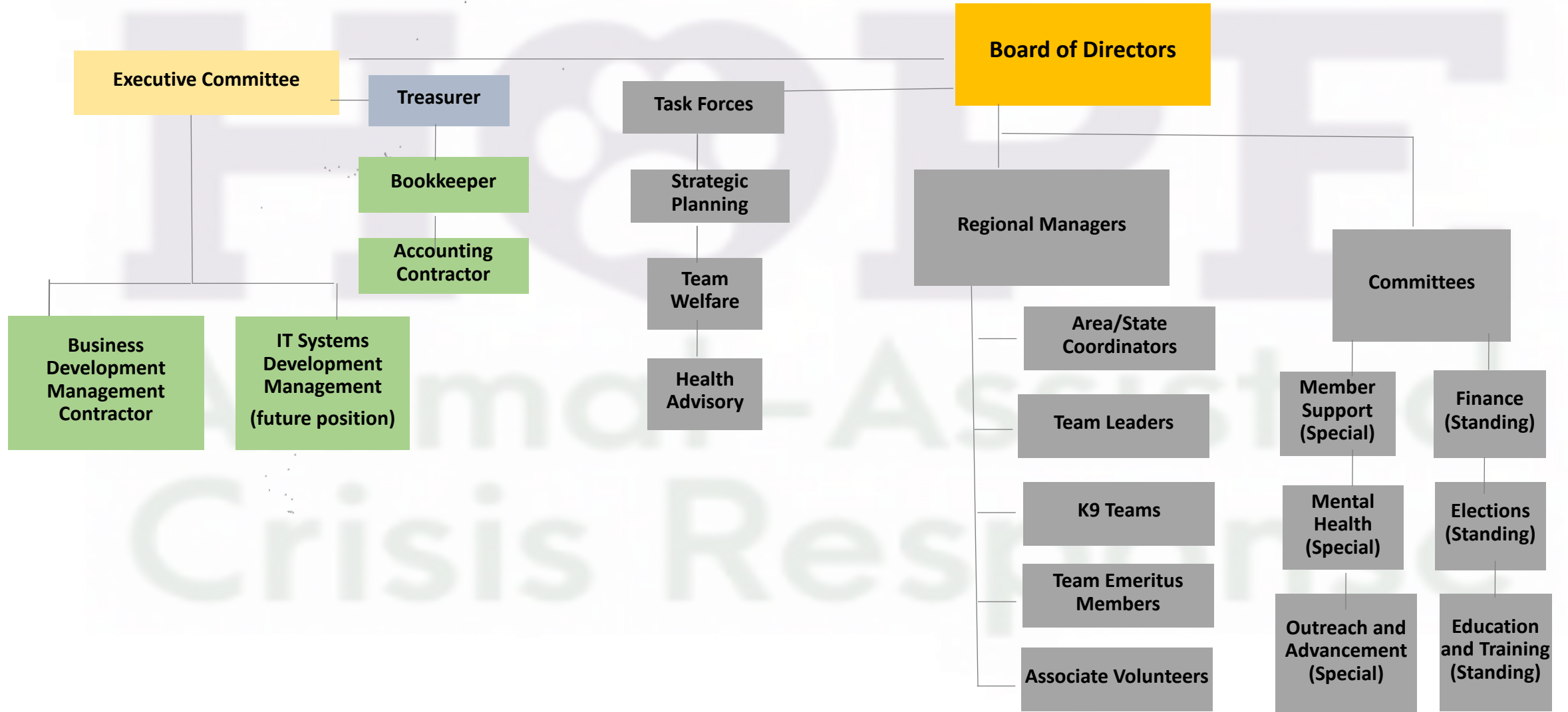
In Progress

- Team building, service, retired and rainbow bridge review, exit interviews

Objective 4: Define HOPE Organizational structure

Complete

Organizational Chart



Money and Fundraising

Objective 1: Hire a full-time paid fundraiser (business development)

Complete 2023

- Contract with Salley Progress Group, LLC (Chris Salley)

Objective 2: Expand Board to include at least one external person with expertise in marketing, fundraising, and/or technology

In Progress

Objective 3: Increase grants and corporate donations opportunities by obtaining regional lists of opportunities



Complete 2023

- Identified possible corporations and organizations from each region.

Objective 4: Proof of concept- partner with SFD, develop curriculum. **In progress**



PAWS

 *for a* 

BREAK

Welcome Back! We now interrupt this station for a brief announcement.

H O P P E

Animal-Assisted
Crisis Response

Back to our normally scheduled program!

H O P P E

Animal-Assisted
Crisis Response



Introduction to HOPE AACR's Development Plan



Everyone Makes a Difference
October 2023

A Vision for HOPE Development

01

Business Development Goals:

- Year 1: \$100,000 Raised
- Year 2: \$250,000 Raised
- Year 3: \$500,000 Raised

These funds will be used to expand the reach and impact of HOPE AACR:

- Subsidizing Cost of Deployments
- Building Internal Capacity & Professionalism

Everyone is crucial to making these goals a reality!

Core Strategies for Growth

02

Core Strategies:

- Proactive, Diversified Outreach
- Aligning Incentives with tailored proposals
- Long-term Engagement Approach

Synergy between these different strategies - grounded in relationship-building and partnership development - will result in maximum impact

Building Strong Connections with...

A variety of diverse prospects allows us to best highlight HOPE's profile for future partnership opportunities.

03

Businesses in Communities of Prior Deployments
Community Stewards



Historical Supporters and Network Affiliates
Loyal Advocates



Companies with a Disaster Relief Focus
Disaster Responders



In-Kind Donations to Lower Deployment Costs
Resource Partners



Nurturing & Sustaining Relationships

04

Building and nurturing sustained relationships results in long-lasting benefits:

- Continuous engagement, feedback collection, and relationship management allows us to engage all types of prospects



Aligning Partnerships with HOPE

05

Bronze: \$5,000

- Brand Visibility: Recognition on HOPE AACR's website with company logo and a link to website.
- Social Acknowledgment: A thank-you post on HOPE AACR's social media platforms.
- Affiliation Certificate: A certificate of appreciation for support.
- Annual Mention: Mentioned in HOPE AACR's annual report.

Gold: \$25,000

- All the benefits of the Silver Sponsorship.
- Ongoing Social Promotion: 3 sponsored posts per Quarter on HOPE AACR's social media platforms, highlighting company's commitment and support.
- Collaborative Webinar: Opportunity to co-host a webinar or virtual event focusing on the importance of animal-assisted crisis response, with shared branding.
- Impact Storytelling: A featured video testimonial or case study on a particular deployment, showcasing the impact of your sponsorship, shared across HOPE AACR platforms and suitable for company CSR reports.

Silver: \$10,000

- All the benefits of the Bronze Sponsorship.
- Newsletter Feature: A featured story or interview on HOPE AACR's newsletter highlighting company's support.
- Joint PR: Opportunity for a joint press release announcing the partnership.
- Branding Rights: Use of HOPE AACR's logo on company website and marketing materials for the duration of the sponsorship year to highlight support.

Platinum: \$50,000+

- All the benefits of the Gold Sponsorship.
- Event Naming Rights: Naming rights to a significant event or program for the year (e.g., "HOPE AACR's Annual Meeting, Powered by [Company's Name]").
- Behind-The-Scenes Access: Exclusive invitations for company representatives to join HOPE AACR in key events, workshops, or deployments, offering firsthand insights into our impact.
- Customized Reporting: Quarterly impact reports, detailing how sponsorship is making a difference, suitable for stakeholder presentations and CSR reports.
- Dedicated Partnership Manager

YOU are the Pillars of Growth

06

HOPE handlers, canine partners, team leaders, and regional managers are the foundation of HOPE's mission...and of HOPE's growth and development!

You can help by leveraging your:

- Networks → Continue to share business contacts with RMs
- Experiences → Ensure deployment reports include as many special moments as possible

Active participation and contribution to development efforts

supercharge our development efforts!

The Power of Personal Experiences

Personal stories as powerful tools for illustrating

HOPE AACR's impact:

- We use authentic and engaging storytelling in inspiring and connecting with audiences in outreach.
 - Ex: Surfside, VA Beach, Michelle and Kip
- The HOPE's metrics cannot capture the human impact, that's why we need you!

07

STORIES

=

FUNDS

Teamwork Makes the Dream Work

08

Building a brighter future for HOPE AACR is a collective endeavor, and here's how our strategy unfolds:

- Diverse outreach with tailored partnership packages for lasting relationships.
- Your stories and connections are the heartbeat of HOPE's growth.
- Together, every outreach and every story amplifies our impact.

The background is a dark green, semi-transparent architectural drawing. It features various lines, circles, and text, including the numbers '127', '129', '76', '009', and '4251'. There are also some symbols like a circle with a cross and a circle with a dot. The drawing appears to be a technical plan or section of a building.

Any Questions?



Thank You For Your Time

Your voice, your story, and your dedication are the threads that elevate our collective efforts—
let them be heard, seen, and felt!

Chris Salley
Salley Progress Group
Chris.SalleyJr@gmail.com

Technology

Objective 1. Hire a full-time technology person to manage all social media, mobile capabilities and IT systems (except financials)

On Hold- due to funding- will continue to review

Expanded HOPE's Social Media presence-

Webmaster Tina Jones

FB and IG Each Region

BAND RMs

LinkedIn Tina Jones

Future Strategic Planning

Continue Yearly Strategic Planning Meetings

Stability and growth

Top Focus for 2024:

- BD/Fundraising \$100k goal and expanding BD role to full time
- Secure enough funding to also add an IT person part time
- Increase membership and retention use various tools and added workshops
- Add to BOD with non-HOPE Member (IT)

Growth and Challenges

Internal growth and challenges

- Increased Canadian members
- Committee participation
- Financial path

External growth and challenges

- Other similar organizations
- Identity crisis

Internal Growth and Challenges

Increased Canadian members

Reaching across three of the four border regions

Committee participation

Challenge- Outreach and Advancement (O & A) in limbo

Revisit committee charters, function, and reporting structure

Financial path

External Growth and Challenges

Other similar organizations

Identity crisis

This Certificate of Appreciation is presented to

**Kathy Olin and Chester
Of Hope Dog**

This 12th day of April 2022

*for your kindness and compassion, and for volunteering your time to support our
FEMA Region 6 staff through your therapy animal service.*

Moving Forward

We are really great at doing the volunteer work.

Our canine partners are awesome at the work they do!

We need YOU!

