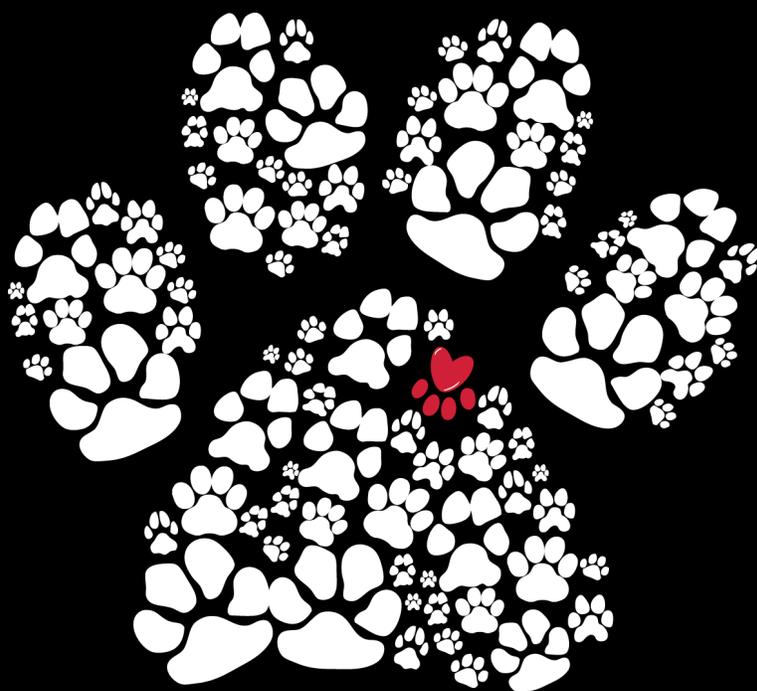


BE THE VOICE FOR THE
VOICELESS®



WOUNDED PAW PROJECT®

STRATEGIC PLAN

2024

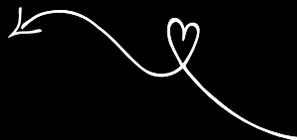
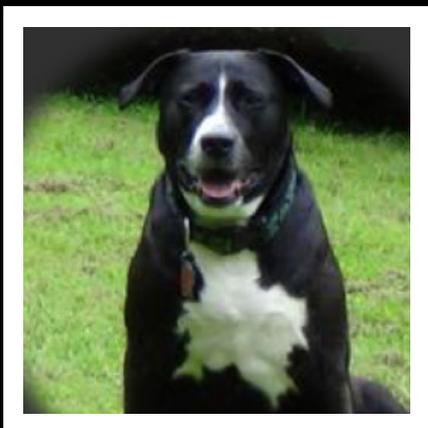
OUR HISTORY

WOUNDED PAW PROJECT® WAS FOUNDED BY ERNESTO P HERNANDEZ III, A PURPLE HEART RECIPIENT , AND HIS DOG DAISY, A PIT BULL / LABRADOR SHELTER RESCUE.

AFTER SUFFERING INJURIES IN IRAQ THAT RESULTED IN BEING AWARDED THE PURPLE HEART, ERNESTO WAS IN CONSTANT PAIN AND GIVEN VARIOUS OPIOIDS. THE DOCTORS' TREATMENTS TO HEAL ERNESTO'S PHYSICAL AND INVISIBLE WOUNDS FAILED REPEATEDLY. WHERE NO DOCTOR, FAMILY OR FRIEND COULD HELP, DAISY WAS ABLE TO HELP HEAL HIM. DAISY BECAME A SHELTER DOG TURNED EMOTIONAL SUPPORT DOG. TOGETHER, ERNESTO AND DAISY FORMED THE WOUNDED PAW PROJECT® IN 2016 TO GIVE OTHER SHELTER DOGS A SECOND TAIL IN LIFE®.

WOUNDED PAW PROJECT® FIRST STARTED OUT AS A SERVICE DOG ORGANIZATION. HOWEVER, IN RECENT YEARS WE'VE NOTICED THE INCREASE IN ORGANIZATIONS PROVIDING SERVICE DOGS AND STARTED TO NOTICE A NEED TO HELP PREVENT ANIMAL ABUSE AND REHABILITATE ABUSED AND RESCUED DOGS.

TODAY, WOUNDED PAW PROJECT® IS GUIDED BY THE PAW PRINCIPLE AND HAS BECOME THE VOICE FOR ALL DOGS.



*Meet Daisy! The
inspiration behind
Wounded Paw Project®.*

OUR MISSION

WOUNDED PAW PROJECT® IS A 501(C)(3)
THAT FOCUSES ON THE PREVENTION OF
ANIMAL ABUSE AND THE REHABILITATION
OF ABUSED AND RESCUED DOGS.

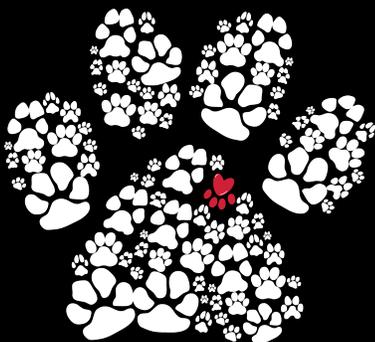
OUR VISION

CREATE A GLOBAL NETWORK TO ELIMINATE
ANIMAL ABUSE AND ENSURE EVERY ABUSED
AND RESCUED DOG IS REHABILITATED AND
GETS A SECOND TAIL IN LIFE®.

OUR VALUES

DOG-FOCUSED
COMPASSIONATE TOWARDS ANIMALS
APPROACHABLE IN THE COMMUNITY
RESPONSIBLE TO PROTECT ANIMALS
COLLABORATE WITH OTHER ORGANIZATIONS

*Did you know that our logo is made
up of 93 paws to create a 94th paw...a
nod to the founder's US Air Force
Academy class?*



OUR STRATEGIC PRIORITIES

THE PAW PRINCIPLE SERVES AS THE FOUNDATION FOR WOUNDED PAW PROJECT®. IT IS COMPRISED OF OUR THREE TOP STRATEGIC PRIORITIES: PROTECT, ADVOCATE, AND WAGPLOYMENT®.



PROTECT



ADVOCATE



WAGPLOYMENT®



VETERAN OUTREACH



ORGANIZATIONAL DEVELOPMENT



MEDIA CAMPAIGNS



FINANCIAL RESOURCES

STRATEGIC PRIORITY: PROTECT

WOUNDED PAW PROJECT® SERVES AS A CRITICAL LINK BETWEEN THE COMMUNITY AND LAW ENFORCEMENT AT ALL LEVELS BY HELPING THOSE WHO MIGHT NOT FEEL COMFORTABLE REPORTING ANIMAL ABUSE DIRECTLY TO LAW ENFORCEMENT. IN ORDER TO DO THIS WE WILL:

- ESTABLISH THE FIRST NATIONAL ANIMAL ABUSE HOTLINE
- NURTURE A PARTNERSHIP WITH LOCAL LAW ENFORCEMENT
- CREATE A TRAINING PROGRAM FOR HVAC, PLUMBERS, AND HOME IMPROVEMENT SPECIALISTS (THOSE PEOPLE WHO GO INTO HOMES THAT ARE NOT ASSOCIATED WITH LAW ENFORCEMENT) TO HELP THEM IDENTIFY ANIMAL ABUSE (INCLUDING SIGNS OF DOG FIGHTING RINGS)

IN THE FUTURE, WE WOULD ALSO LIKE TO WORK WITH EXPERTS TO DEVELOP A NON-SURGICAL SPADE/NEUTER TREATMENT FOR STRAY DOGS AND FERAL CATS.

Did you know that animal abuse is a precursor for a life of crime involving human trafficking, school shootings, and domestic violence?



STRATEGIC PRIORITY: ADVOCATE

WHETHER IT IS WORKING TO STOP BREED SPECIFIC LEGISLATION, WORKING TO ENFORCE TOUGHER PENALTIES FOR CONVICTED ANIMAL ABUSERS OR WORKING TO END DOG SACRIFICE IN THE NAME OF FREEDOM OF RELIGION, WOUNDED PAW PROJECT® IS COMMITTED TO PROTECTING THE RIGHTS OF DOGS. IN ORDER TO DO THIS WE WILL:

- WORK TO CREATE A NATIONAL ANIMAL WELFARE COUNCIL
- PETITION LAW MAKERS TO PROTECT THE RIGHTS OF DOGS

BE THE VOICE FOR THE VOICELESS®.

Did you know that in many cases, animal



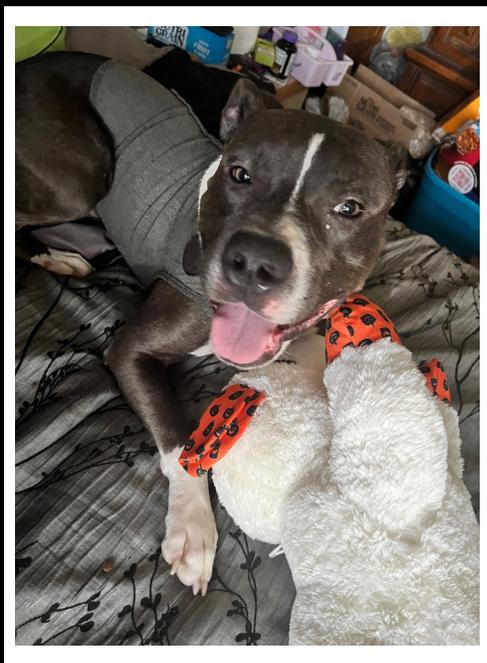
cruelty is only considered a misdemeanor? Wounded Paw Project® wants harsher penalties for animal abusers!

STRATEGIC PRIORITY: WAGPLOYMENT®

WAGPLOYMENT® IS THE ACT OF GIVING A RESCUED OR ABUSED DOG A SECOND TAIL IN LIFE® AS AN EMOTIONAL SUPPORT DOG, SERVICE DOG OR EVEN A HAPPY FAMILY PET. WE DO REALIZE THAT EVEN AFTER THE DOG IS FULLY WAGPLOYED®, ADDITIONAL HELP MAY BE NEEDED AND WOUNDED PAW PROJECT® WANTS TO HELP. IN ORDER TO DO THIS WE WILL:

- **ESTABLISH A FOSTER DOG FINANCIAL AID PROGRAM**
- **BUILD A DOG SANCTUARY WITH DOG HOSPICE FACILITY**
- **CREATE TRAINING / ENRICHMENT OPPORTUNITIES SUCH AS DOG TRAINING AND CANINE GOOD CITIZEN PROGRAMS**

IN THE FUTURE WE WOULD ALSO LIKE TO WORK WITH EXPERTS TO DEVELOP A NON-EVASIVE DEW CLAW REMOVAL PROCEDURE.



Meet Ghost! You helped rescue him in the Summer of 2023. He's an abused dog that got a second tail in life® as a happy family pet!

STRATEGIC PRIORITY: VETERAN OUTREACH

WOUNDED PAW PROJECT® WORKS TO IMPROVE THE LIVES OF THOSE WHO SERVED AND THE DOGS THEY LOVE. IN ORDER TO DO THIS WE WILL:

- **DEVELOP A THERAPY DOG PROGRAM FOR WARRIOR RECOVERY**
- **ASSIST IN FILLING DOG PRESCRIPTIONS AT REDUCED PRICES**
- **PARTNER WITH THE AMERICAN GI FORUM TO ASSIST VETERANS WITH THEIR SERVICE DOG AND PET NEEDS**
- **INCLUDE VETERAN-FOCUSED INFORMATION IN THE PAW**

Did you know that our founder is a Purple Heart recipient?



STRATEGIC PRIORITY: ORGANIZATIONAL DEVELOPMENT

OVER THE PAST SEVERAL YEARS, WOUNDED PAW PROJECT® HAS BEEN EVOLVING TO MEET THE GROWING NEEDS OF COMBATING ANIMAL ABUSE AND REHABILITATING ABUSED AND RESCUED DOGS. NOW, WE WANT TO POSITION OURSELVES FOR MORE FUTURE GROWTH, PROVIDE MORE TRANSPARENT OVERSIGHT, AND EFFECTIVELY USE OUR RESOURCES. IN ORDER TO DO THIS WE WILL:

- **DEVELOP AN ADVISORY BOARD OF DIRECTORS**
- **REVAMP OUR VOLUNTEER PROGRAM**
- **ESTABLISH HIGH SCHOOL YOUTH GROUPS TO PROMOTE POSITIVE ATTITUDES TOWARDS ALL DOGS**
- **DEVELOP PERFORMANCE METRICS**

Did you know that every year, we travel the country in our mobile office to help local animal shelters and educate communities on the prevention of animal abuse?



STRATEGIC PRIORITY: MEDIA CAMPAIGNS

WOUNDED PAW PROJECT® HAS BEEN USING VARIOUS MEDIA CAMPAIGNS TO INCREASE ITS BRAND RECOGNITION AND MAKE MORE PEOPLE AWARE OF OUR MISSION. WE INTEND TO USE MEDIA CAMPAIGNS TO STRENGTHEN OUR MESSAGE AND HELP COMMUNITIES. IN ORDER TO DO THIS WE WILL:

- DEVELOP AN APP TO CREATE AN ONLINE COMMUNITY FOR ALL THINGS DOG (REPORT ANIMAL ABUSE, ADOPTING/FOSTERING A DOG, FIND A VET, FIND PET CARE, REPORT A MISSING DOG)
- INCREASE OUR SOCIAL MEDIA PRESENCE
- PARTICIPATE IN PODCASTS
- WORK TO PROMOTE WOUNDED PAW PROJECT® ON LOCAL RADIO AND TV STATIONS
- GROW OUR NEWSLETTER CONTENT AND DISTRIBUTION



Did you know that our website now ranks on the first search page for topics such as "animal abandonment", "how to stop dogfighting", "canine citizen test", and "how to help abused dogs"?



STRATEGIC PRIORITY: FINANCIAL RESOURCES

WE CAN'T MEET OUR OTHER STRATEGIC PRIORITIES WITHOUT FINANCIAL RESOURCES. WHILE OUR INDIVIDUAL DONORS ARE OUR MOST IMPORTANT RESOURCE, WOUNDED PAW PROJECT® IS LOOKING FOR OTHER WAYS TO GENERATE FUNDS. IN ORDER TO DO THIS WE WILL:

- GAIN CORPORATE SPONSORSHIPS
- IMPLEMENT A TEXT TO DONATE T-SHIRT PROGRAM
- LAUNCH A CAPITAL CAMPAIGN FOR HOSPICE FACILITY
- DEVELOP A VIRGINIA STATE LICENSE PLATE
- APPLY FOR GRANTS



*Did you know that
if you text
ILOVEDOGS2 to
53-555 and make a
donation we'll send
you this t-shirt?*





**WOUNDED PAW
PROJECT®**

WORK WITH US

Wounded Paw Project®
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Clifton VA 20124

Telephone
1-844-SAVAPAW
(1-844-728-2729)

FOLLOW US

WPP.DOG

