



INTERNATIONAL COMPANION
ANIMAL WELFARE CONFERENCE

Embrace your mistakes

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Animal Rescue Sofia





Capacity





Embrace your mistakes



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Don't overestimate yourselves:

Take as many dogs as you can give **proper** care of. Not more!

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Every dog needs its ALONE time with you!



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Overcrowding



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Set your priorities and stick to them!



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ANIMAL
RESCUE
SOFIA

Focusing on rehoming
abroad



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Costs

- Paperwork – 15-20 EUR



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- Vaccicheck – 16 EUR



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- Transport costs – 50-100 EUR



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- Additional costs due to specific requirements – 5-10 EUR



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- Paperwork – 15-20 EUR
- Vaccicheck – 16 EUR
- 2 working days one person – 10 EUR
- Transport costs – 50-100 EUR
- Adittional costs due to specific requirements – 5-10 EUR

Total: 100-150 EUR



The Example - Abroad



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- A person/family in Utopia gets a dog from Poorland. Outcome - zero to no effect on Poorland



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- The public in Poorland sees the news about that dog. Reaction – Oh, how wonderful! It's great that there are countries like Utopia that are taking our problems away. Outcome – why should we get involved, when others are doing it anyway



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- The public in Poorland sees the news about that dog. Reaction – Oh, how wonderful! It's great that there are countries like Utopia that are taking our problems away. Outcome – why should we get involved, when others are doing it anyway
- The direct message you are sending is – Yes, we have many stray dogs here, but Poorland is hell on Earth and there's nothing we can do about it, but to save as many as we can and give them better lives in Utopia



The Example - Locally



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The Example - Locally

- A local person/family adopts a dog/cat from you. In our experience, 9 out of 10 adopters are becoming AR Sofia's long term supporters (by donating, sharing posts or volunteering), so now you have a person that is **involved**. That person/family are now not only a good example, but also your allies and ambassadors for you and your cause



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- You share the news about the adoption. The new family also shares it. Some of their relatives and closest friends are happy and proud of them, so they share it too. Many of their friends on social media see the news and hear about your charity for the first time



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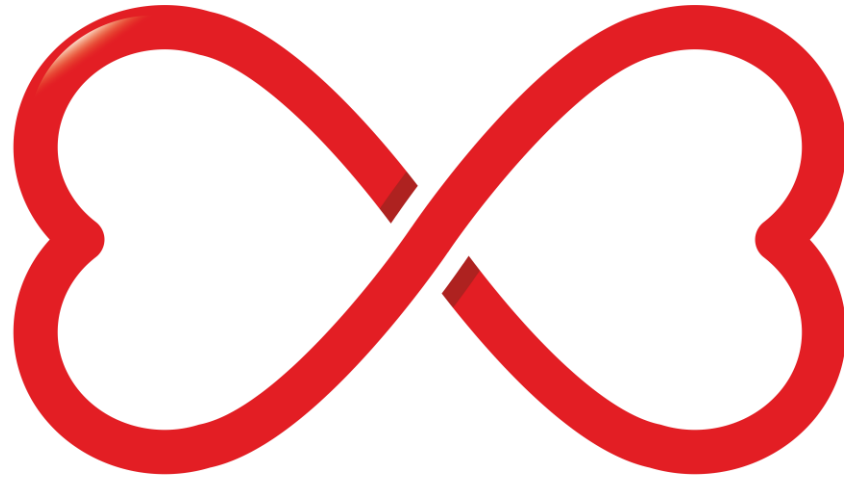
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- Now your message has reached more people and some of them realize that adopting from a shelter actually might not be such a bad idea, while others see that sometimes good things can happen in poor Poorlandia



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- You have just got couple of new supporters and saved a 100 Euro.

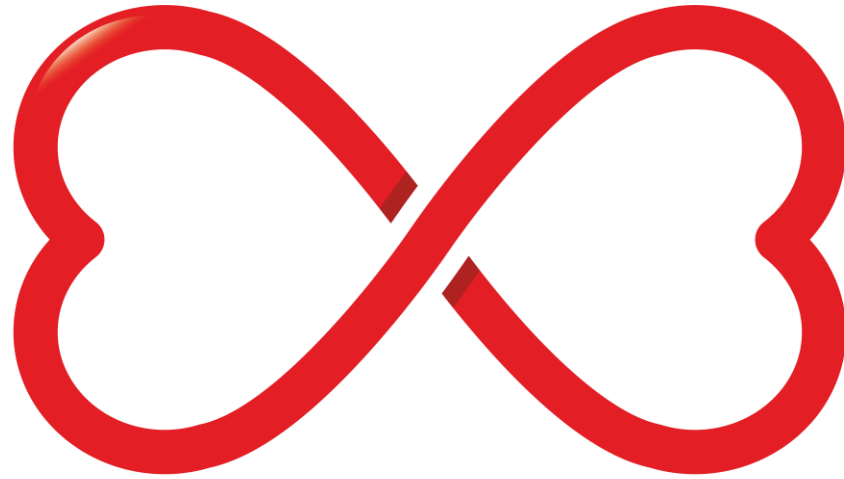




LOVEUNLIMITED



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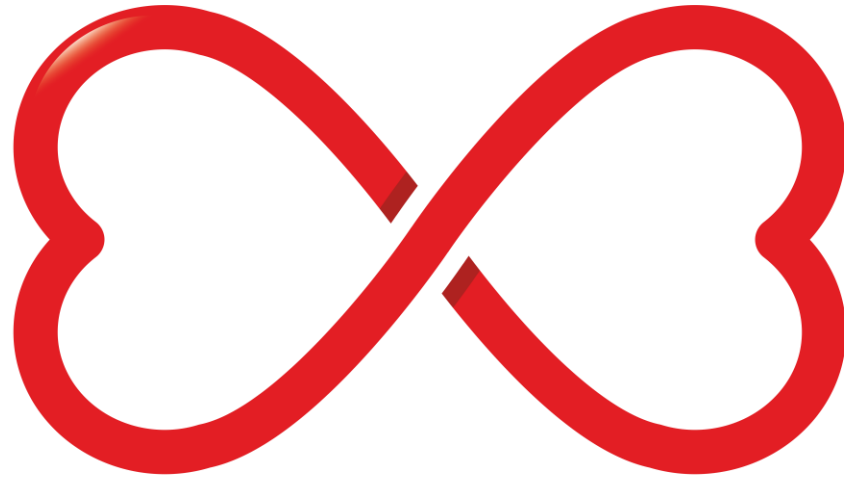


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ADOPT.



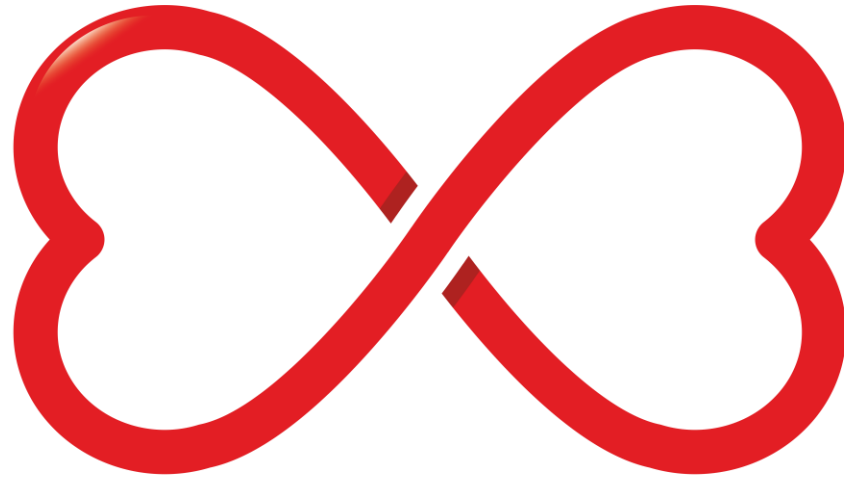
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ADOPT.HERE.



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LOVEUNLIMITED

ADOPT.HERE.NOW.



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Financial discipline,
sustainability



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Financial discipline

“A company that manages its finances well and knows where its money is going and coming from is likely to **achieve its goals and objectives sooner** and is **well prepared for the worst scenarios** as well.”



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The cheaper the better!



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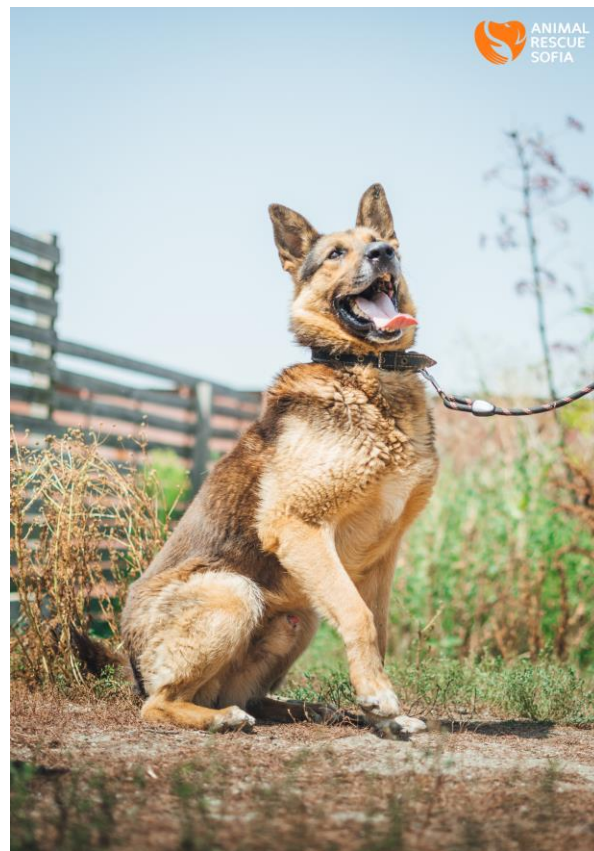
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Neglecting the mental health of the dogs







Neglecting your mental health





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Thank you!

