

The pet
working



PRESENT



PAWRENTHOOD



WHAT IS HAPPENING?

+6 Million

DOGS AND CATS enter shelters each year.

too Many get EUTHANIZED

+2 Million

CHILDREN are bitten every year in US

+6.5 Million

DOGS die from abuse in US

Many

OF ADOPTED PETS are abandoned or returned to shelters. 60% are no longer in the same adoptive home 6 months later.

25%

DOGS IN SHELTERS are purebreed dogs

Only **10%**

of DOGS BORN will find a permanent home



**WHAT ABOUT
WE NIP THE
PROBLEM IN
THE BUD?**



WHICH IS OUR WHY?

In creating a community of pet business owners, as **THE PETWORKING** we discovered a shared commitment to the well-being and quality of life for pets. However, we also recognized a reality we cannot ignore – one that we must responsibly address and act upon.

This led to the birth of our foundation **PETWORKING PROJECT INC.**, steadfast in its purpose to create **awareness**. We encourage entrepreneurs to join our cause, leveraging their positions to make a social impact and leave a significant mark with each of our projects.





LET'S BECOME CHANGEMAKERS



When people receive the right information about adoption, the needs, and commitments involved with pets...

... we will be reducing the statistics, achieving a more committed, sensitive, responsible, and happy pet-friendly society.

Better cities for families, kids, and pets

LET'S HAVE BETTER PAWPARENTS

It's not just about clearing the shelters, achieving more pet-friendly spaces, or increasing the range of products and services for the well-being of our pets.

It's about recognizing societal issues that affects us all (for petparents and no-petparents).

The hard work of many rescue organizations, tirelessly rescuing and saving the lives of abandoned and abused dogs and cats, is overshadowed by the ever-growing statistics.

People need to be aware and informed properly!



THE MAIN PROBLEMS TO SOLVE

- **OVERPOPULATION**

OBJECTIVE: Reduce the number of people who still choose to buy and breed pets.

- **POOR PET ETIQUETTE**

OBJECTIVE: Achieve responsible owners with well-behaved dogs in public spaces, adhering to basic social norms of coexistence.

- **INADEQUATE PEOPLE'S SKILLS**

OBJECTIVE: Improve the bond and interaction to promote good and safe relationships with pets from a young age, taking advantage of their benefits.

- **NEGLIGENT PET PARENTHOOD**

OBJECTIVE: Eradicate mistreatment, abuse, and abandonment.





EDUCATION IS KEY!!!



PAWRENTHOOD





PAWRENTHOOD
WORKSHOPS



A delightful experience having fun while learning about dog care and responsibilities. The workshop features an expert, materials for activities, a certificate of participation and a 'Pledge of Love' commitment.

Some of the topics and activities include among others:

- Test your knowledge about dogs.
- Discover dogs' likes, dislikes, and needs.
- Understand dog body language.
- Learn the right way to play with your dog.
- Understand why adopting is better than buying.
- Explore your responsibilities as a dog owner.
- Learn what both you and your dog need to know to be good citizens.

We can tailor them according duration (45 to 90 minutes), attendees, ages, English or Spanish, location and logistical resources.



PAWRENTHOOD TALKS

45-minute talks on average for audiences of all sizes. These sessions focus on specific topics such as the basic needs of dogs, responsibilities when adopting, the fundamental education we should provide them, and both tangible and intangible resources to consider. Attendees receive supplementary materials in either digital downloadable or printed form.

WHAT MAKES THIS SO SPECIAL?

Filling a Knowledge Gap

Our Pawrenthood talks reveal crucial pet care information that most people don't know.

Proactive Solution

We address problems before they happen, promoting preventive care in pet ownership.

Community Wellness

As pet populations grow, our workshops are key to maintaining a safe, educated and healthier society.

Essential Life Skill

Socializing with pets should be a "must" learning for kids ensuring a responsible future generation

Social Impact

Animal welfare, children values, physical & mental wellness, economic boost, social harmony in communities



WHAT'S THE HIGH SOCIAL IMPACT?

- **Improved Animal Welfare**

More adoptions, care, love and well-being of pets, less abandonment.

- **Enhanced Social Interaction**

Well-mannered pets, leading to positive interactions and community experiences.

- **Value-Driven Youth**

Children develop core values such as empathy, compassion, and accountability.

- **Active Lifestyles**

Promoting physical and mental health and wellness for both.

- **Economic Boost**

More product & services for pet wellness, more employment and economic opportunities.

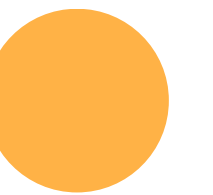
- **Better cities**

Cleaner streets, more petfriendly spaces, less dog's attacks.



WAYS TO SUPPORT OUR CAUSE

- SPONSORSHIP
- DONATIONS
- HAVING US FOR A WORKSHOP/TALK FOR YOUR COMMUNITY/ COMPANY



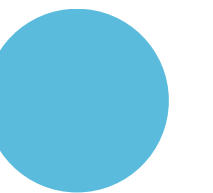


SPONSORSHIP OPPORTUNITIES

As a sponsor, you will achieve not only brand exposure and positioning but also the creation of experiences and direct access to the end consumer.

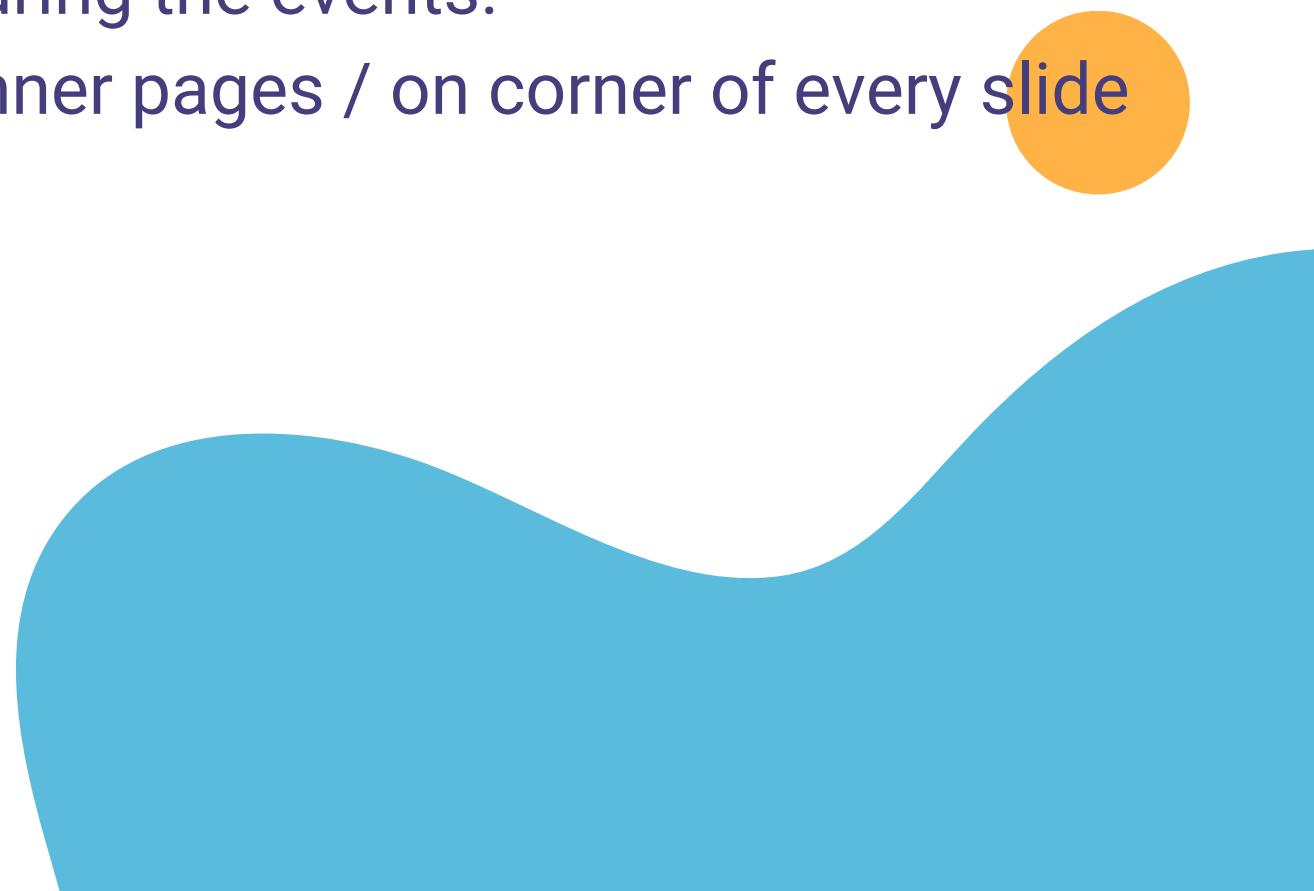
Additionally, your brand will be associated with a high-impact social purpose. Your contribution enables our educational program to be partially or entirely free, ensuring widespread dissemination of the message.

We can tailor your sponsorship considering this benefits:





- Your brand on top of promos: “Pawrenthood Sessions by XXX”
- Your brand on event promotions on social media (1reel,2Post,4Stories monthly)
- Exclusive brand social media (1reel,1Post,2Stories monthly)
- Dedicated event to your staff/clients
- Promotion of your products/services on our website/social (banner linked)
- Your logo on email marketing campaigns
- Your flyers, coupons, merch or inserts on our swag bags.
- Your brand activation/experience during the events.
- Your logo on top of workbook and inner pages / on corner of every slide for downloadable material.
- Your logo on front of staff t-shirts.
- Your logo on registration landing
- Your table and banner on events
- Data base of attendees to events
- Tax exemption certificate



THE ALL-IN-ONE BOOK!



TIPS & ADVICE FOR
DOG OWNERS & NEW
PUPPY PARENTS



CUSTOMIZABLE
SCRAPBOOK TO
FILL-IN-THE-BLANK,
GLUE PICS & KEEP
RECORDS



ADDITIONAL OPPORTUNITIES

A Dog's Love can be co-branded with your logo on the cover and select inner pages featuring content related to the brand.

Your brand can implement a customer loyalty or rewards strategy, especially by supporting adoption campaigns and shelters.

Your brand can also support The Petworking's PAWrenthood talks & workshops by providing this book as supplementary material for attendees

THIS IS US



PetWorking Project is a 501(C)3 organization with the mission to inform, educate, and spread the fundamentals of responsible pet ownership, rooted in love and respect for these deserving beings.

Founder Patricia ValdeRuten has over 25 years of experience in marketing and as an event and show business entrepreneur. She has dedicated the last 7 years to her true passion: the well-being of dogs and cats; researching, creating, and developing products and services for them and their industry entrepreneurs.

She hosts her segment “Amor de Perros” on RCN Nuestra Tele Internacional, is the author of the book A Dog’s Love, and has been a guest on Univision programs and in magazines like Imagen Miami, Vínculos, and Voyage Miami.



THANK YOU

ARE YOU IN?

The pet
working

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