



# Corporate Partnership Opportunities

**FACE**  
foundation<sup>®</sup>

*Saving Pets & Helping Families*

# HELLO!

Thank you for your interest in a corporate partnership with the Foundation for Animal Care and Education (FACE).



FACE's core mission is to provide financial grants for life-saving medical care for companion animals whose loving families are facing financial hardship.

**Without these grants, families face the heartbreak of having no choice but to euthanize their beloved pet solely due to the inability to afford the cost of their emergency care. This tragedy has become known as economic euthanasia.**

Economic euthanasia affects thousands of pets and their families each year. FACE is determined to change that through its Save-A-Life program. We believe in the power of community; it's the backbone of our work. With the support of your organization, FACE will be able to expand its reach and help even more families and pets in our community.

**We would love the opportunity to explore a partnership that aligns with your Corporate Social Responsibility goals.** Please take a moment to review our Corporate Partnership Package to learn a little more about our work and our impact on the community. We look forward to what we can achieve together!

A handwritten signature in black ink that reads "Kerstin Lynam". The script is fluid and cursive.

**Kerstin Lynam**

EXECUTIVE DIRECTOR

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# ABOUT US

Established in 2006 by a group of veterinarians and concerned community members, FACE is a not-for-profit 501(c)(3) public charity that provides financial grants for critical and life-saving veterinary care when pet owners are unable to cover the full cost of treatment.

FACE proudly works with amazing veterinary hospitals throughout San Diego County that generously discount their services for qualified FACE patients.

This partnership, plus the generosity of our donors and corporate sponsors, makes our work possible.



# MISSION

**To enhance and preserve the quality of life of companion animals by providing access to necessary medical care and education.**



# VISION

**To create a world where no family pet dies due to financial hardship.**



## THE PROBLEM Economic Euthanasia

Every year, a huge number of companion animals are brought to their veterinarian with life-threatening conditions. **Sadly, many owners cannot afford the critical care their beloved pets need to survive. They are left with one choice—euthanasia.** Tragically, thousands of treatable pets are euthanized in veterinary hospitals annually.



## SOLUTION Save-A-Life Program

Our Save-A-Life Program was created to end economic euthanasia.

We rely solely on the generosity of our veterinary partners, corporate sponsors, and donors to give family pets a second chance at life when their owners are struggling financially and cannot afford their emergency care.



*According to CPI reports, 1 in 4 San Diegans are facing economic hardship.*

*FACE grantees are typically low-income families, senior citizens, military families, students, disabled individuals, or hard-working families and individuals living paycheck-to-paycheck.*

# MAKING A TANGIBLE DIFFERENCE

## SAVE-A-LIFE PROGRAM

### How it Works

- People with critically ill or injured pets apply for a FACE grant once they have a diagnosis from their veterinarian that their pet has a critical or life-threatening condition.
- Pets must have a good prognosis for survival.
- Owners must demonstrate financial hardship, and agree to secure as much funding by other means as possible.
- For approved cases, grants are paid directly to partner veterinary hospitals in San Diego County, who provide a minimum 25% discount for FACE cases.

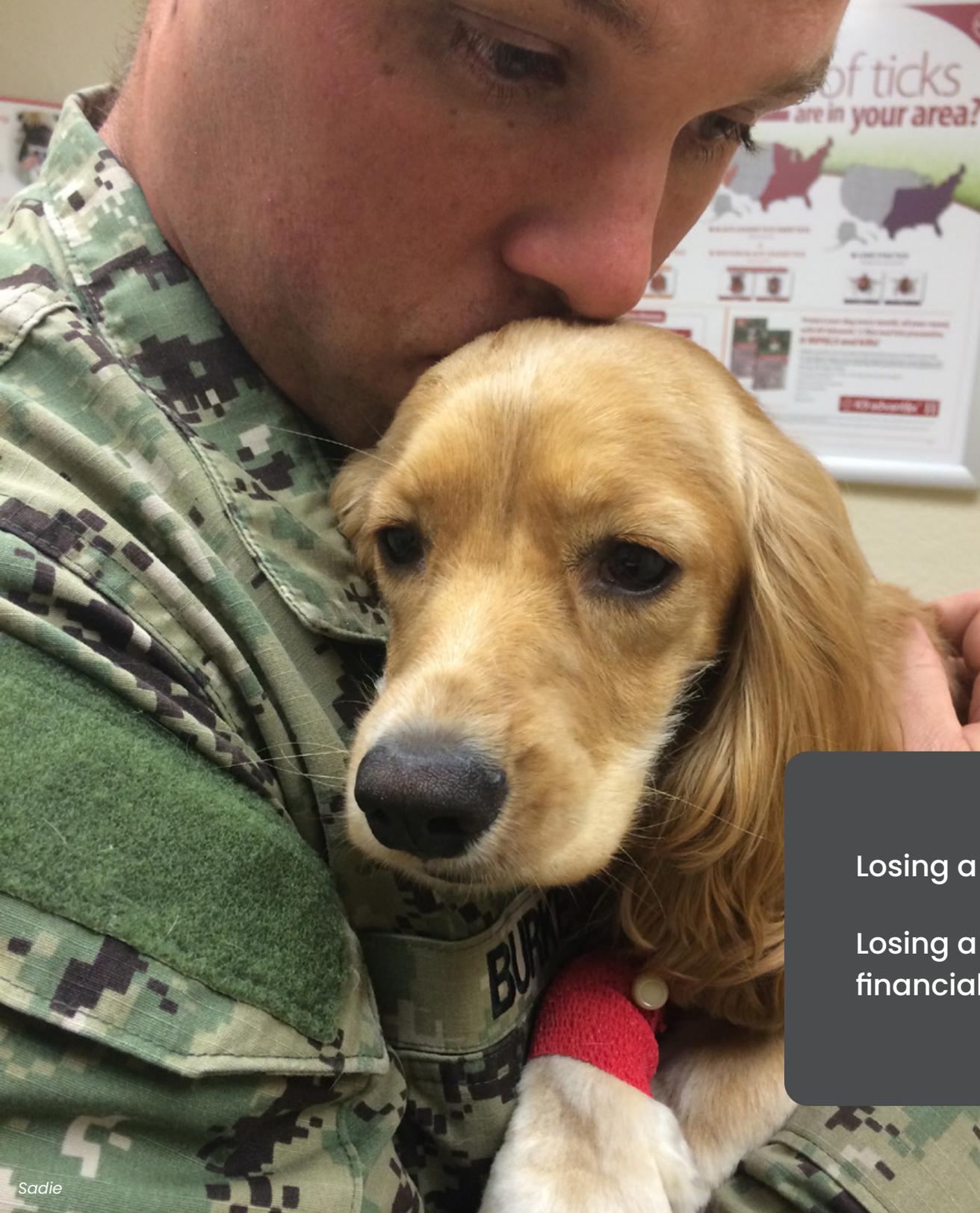


## COMMUNITY OUTREACH & EDUCATION

### Spreading Love & Knowledge

- FACE regularly partners with other community organizations that serve the underserved. Many of those who are helped during these outreach events have pets, which are often their only source of joy. FACE offers support by distributing needed pet supplies, food, blankets and other resources to these pet families in need.
- Part of FACE's mission is to educate current and would-be pet parents about responsible pet parenting and keeping pets healthy. Whether it's in a school classroom, or an article on our website, we aim to help prevent medical emergencies for cherished pets.

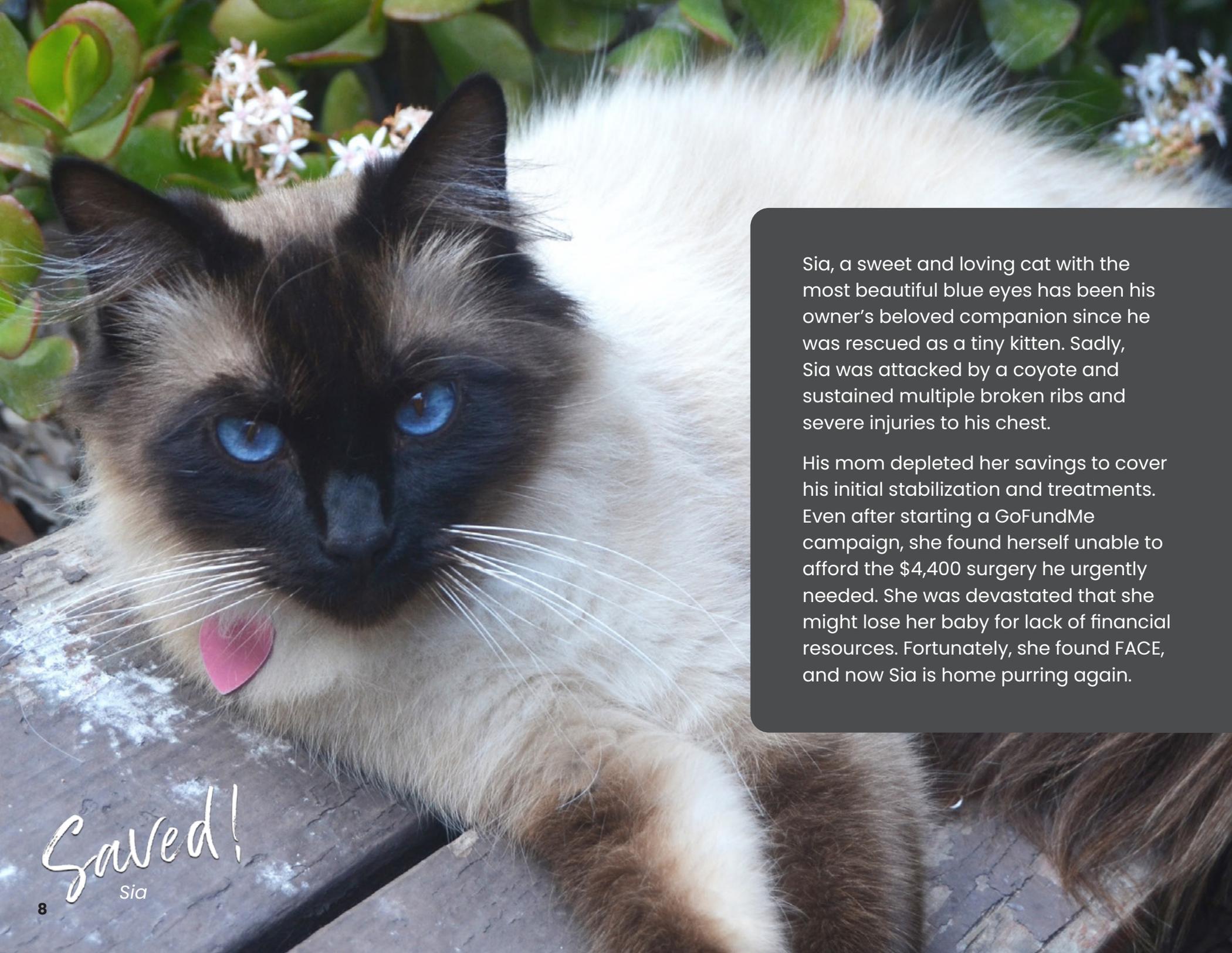




# VALUES

- F Fulfillment:**  
Achieving our mission with dedication to quality and care.
- A Accountability:**  
Serving our community with respect, honesty, integrity, and transparency.
- C Collaboration:**  
Creating and nurturing partnerships with our veterinary hospitals.
- E Empathy:**  
Making decisions and taking actions with compassion and heart.

Losing a beloved pet is devastating.  
Losing a beloved pet solely due to financial hardship is unimaginable.



Sia, a sweet and loving cat with the most beautiful blue eyes has been his owner's beloved companion since he was rescued as a tiny kitten. Sadly, Sia was attacked by a coyote and sustained multiple broken ribs and severe injuries to his chest.

His mom depleted her savings to cover his initial stabilization and treatments. Even after starting a GoFundMe campaign, she found herself unable to afford the \$4,400 surgery he urgently needed. She was devastated that she might lose her baby for lack of financial resources. Fortunately, she found FACE, and now Sia is home purring again.

*Saved!*  
Sia

# WHY PARTNER WITH FACE?

## BENEFITS FOR YOUR COMPANY

- **Enhanced Corporate Social Responsibility (CSR):** Align your brand with a compassionate cause that resonates deeply with consumers.
- **Positive Brand Image & Reputation:** Studies show that 85% of consumers have a more positive image of companies that give to charity.
- **Increased Employee Engagement & Morale:** Opportunities for employee volunteering, matching gift programs, and workplace giving campaigns can boost morale and foster a sense of purpose.
- **Marketing & Brand Visibility:**
  - ◆ Logo placement on FACE website, social media, and marketing materials (e.g., annual reports, event signage).
  - ◆ Mentions in press releases and media outreach.
  - ◆ Social media shout-outs and dedicated posts.
  - ◆ Speaking opportunities at FACE events.
  - ◆ Opportunities for cause marketing initiatives (e.g., percentage of sales benefiting FACE).
- **Community Impact:** Directly contribute to the well-being of local families and pets in your shared community.
- **Targeted Audience Reach:** Connect with a passionate and engaged audience of pet owners and animal lovers.
- **Tax Benefits:** As a 501(c)(3) public charity, donations to FACE are tax-deductible.
- **Networking Opportunities:** Connect with other community leaders, veterinarians, and compassionate individuals.



# PARTNERSHIP OPPORTUNITIES

## GENERAL CORPORATE SPONSORSHIPS

A variety of partnership opportunities, depending on your organization's desired involvement and reach.

**Bronze Paw**  
**\$2,500**

- Logo on website
- Social media mention
- Recognition in annual report



**Silver Paw**  
**\$5,000**

All of Bronze Paw, plus:

- Prominent logo placement
- Dedicated social media post
- Mention in one e-newsletter



**Gold Paw**  
**\$10,000**

All of Silver Paw, plus:

- Feature on dedicated sponsor page
- Employee volunteer day opportunity
- Mention in press release



**Platinum Paw**  
**\$25,000+**

All of Gold Paw, plus:

- Top-tier logo placement
- Speaking opportunity at an event
- Joint press release
- Feature in a FACE case appeal
- Bespoke partnership development



## EVENT/CAMPAIGN SPONSORSHIP

- **Sponsor Specific Fundraising Events:** FACE Annual Dog-friendly Golf Tournament, future galas, and online campaigns.
- **Specific Event Sponsorship Tiers:** Similar to general sponsorship but tied to an event.



## FUND SPECIFIC CASES OR OUR CRITICAL CASE OF THE WEEK

FACE receives requests for assistance every day, and emergency cases require immediate funding. We rely on donations to help these families with pets at risk of economic euthanasia. Funding grants typically range from \$2,500–\$8,000.

*A Sample Case*

### KINGSTON THE CORGI

- **DIAGNOSIS:** GI Obstruction requiring an exploratory laparotomy
- **COST ESTIMATE:** \$8,950 | **FACE PLEDGE:** \$6,000  
(after veterinary discount and owner's contribution)

*Kingston's family was in a financial crisis when he swallowed a foreign object, requiring urgent surgery. His dad was working two jobs to make ends meet, and mom was unable to work for several months due to medical reasons after their baby arrived. They depleted all of their savings, and still didn't have enough to save his life. Luckily, they found FACE, and Kingston is back home, as adorable as ever.*

“ **We love Kingston SO MUCH. He is our family. Please help!** ”

## EMPLOYEE ENGAGEMENT INITIATIVES

- **Matching Gift Programs:** Encourage employees to donate, with the company matching contributions.
- **Volunteer Grant Programs:** Company donates for employee volunteer hours.
- **Workplace Giving Campaigns:** Payroll deduction programs for employees to donate.
- **Skills-Based Volunteering:** Employees offer professional skills (e.g., marketing, accounting, IT).

## CAUSE MARKETING

- Partnerships where a percentage of sales from a product or service benefits FACE.



**Your partnership will directly help save the lives of beloved family pets.**

# IMPACT

SINCE INCEPTION

**4,690+**

Family Pets Saved

**\$10M+**

Life-saving Grants Funded

**\$5M+**

Veterinary Partner Discounts

**16K+**

Pet Families Assisted  
via Community Outreach



## REACH

- **Email:** 8,500+ contacts; 37% open rate (nonprofit average open rate: 28.59%)
- **Facebook** @face4pets: 7k+ followers
- **Instagram** @face\_foundation: 4.7k+ followers
- **Press:** FACE's fundraising events are frequently featured on San Diego morning news shows and in local print media. Events are also featured in 10+ online local event calendars.

# FROM PET PARENTS

“ We brought Gatsby in this summer for a urinary blockage. **The price was astounding when they gave us the quote—and we were going through financial hardship at the time.** We told them, ‘We can’t make that happen. Is there anything we can do?’ We were desperate. And that’s when we learned about FACE.

“ Words will never express the gratitude of our family for the wonderful gift of a second chance at life that your organization made possible for our dog. **She would have died within several days without an emergency operation that we could never have been able to afford.** Thank you from the bottom of my heart.

“ Our family can’t begin to thank you enough for your help. The weight that has been lifted is unbelievable. **You absolutely saved our dog from an early death.** You are truly a charity organization that saves lives and keeps family’s whole. Our family can’t begin to thank you enough.

“ Thank you seems like such a small thing to say in respect to the huge gift you have given my family. **We were facing the worst possible choice a family should never be forced to make:** euthanizing our beloved girl because we couldn’t afford to save her. That kind of regret would haunt a heart for a lifetime.



Lion

# FROM VETERINARIANS

“ People come in with animals facing serious medical problems that require extensive surgery or treatment and are faced with the possibility of having to euthanize their pet. **Instead, we can step in and say, ‘Hey, if you can’t afford this, we can partner with FACE and if you’re approved, we can get the treatment your pet needs.’**

– Dr. Jenny Schiebert, Shadowridge Veterinary Hospital, CA

“ FACE has made a huge impact on this hospital. We’re an urgent care so we do see quite a few emergencies. **When we have a client that can’t afford proper care, it’s really stressful.** When it happens people are like, ‘Oh my gosh, this is a FACE case, let’s contact FACE.’ It brings a significant amount of hope into the hospital. That’s huge for us.

– Dr. Todd Bowdre, San Marcos Blvd. Veterinary Hospital, CA

# LET'S DO THIS!

**We invite you to join us in our mission to ensure no family pet dies due to financial hardship.**

Whether in person or virtual, we would welcome the opportunity to discuss how a partnership with your company can benefit both of our organizations and the San Diego community.



## Contact:

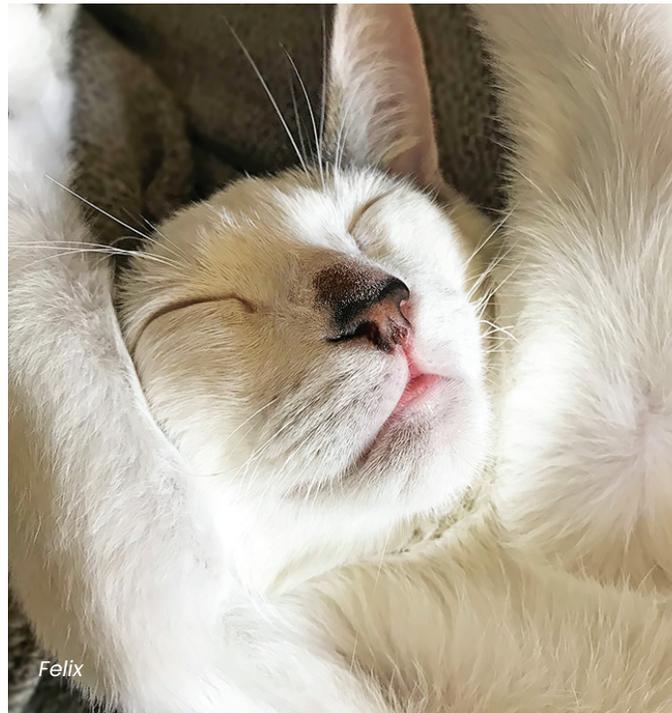
- 858-450-3223 (FACE)
- [donate@face4pets.org](mailto:donate@face4pets.org)
- [face4pets.org](http://face4pets.org)

## Connect:

-  [@FACE4Pets](https://www.facebook.com/FACE4Pets)
-  [@face\\_foundation](https://www.instagram.com/face_foundation)
-  [@face-foundation](https://www.linkedin.com/company/face-foundation)



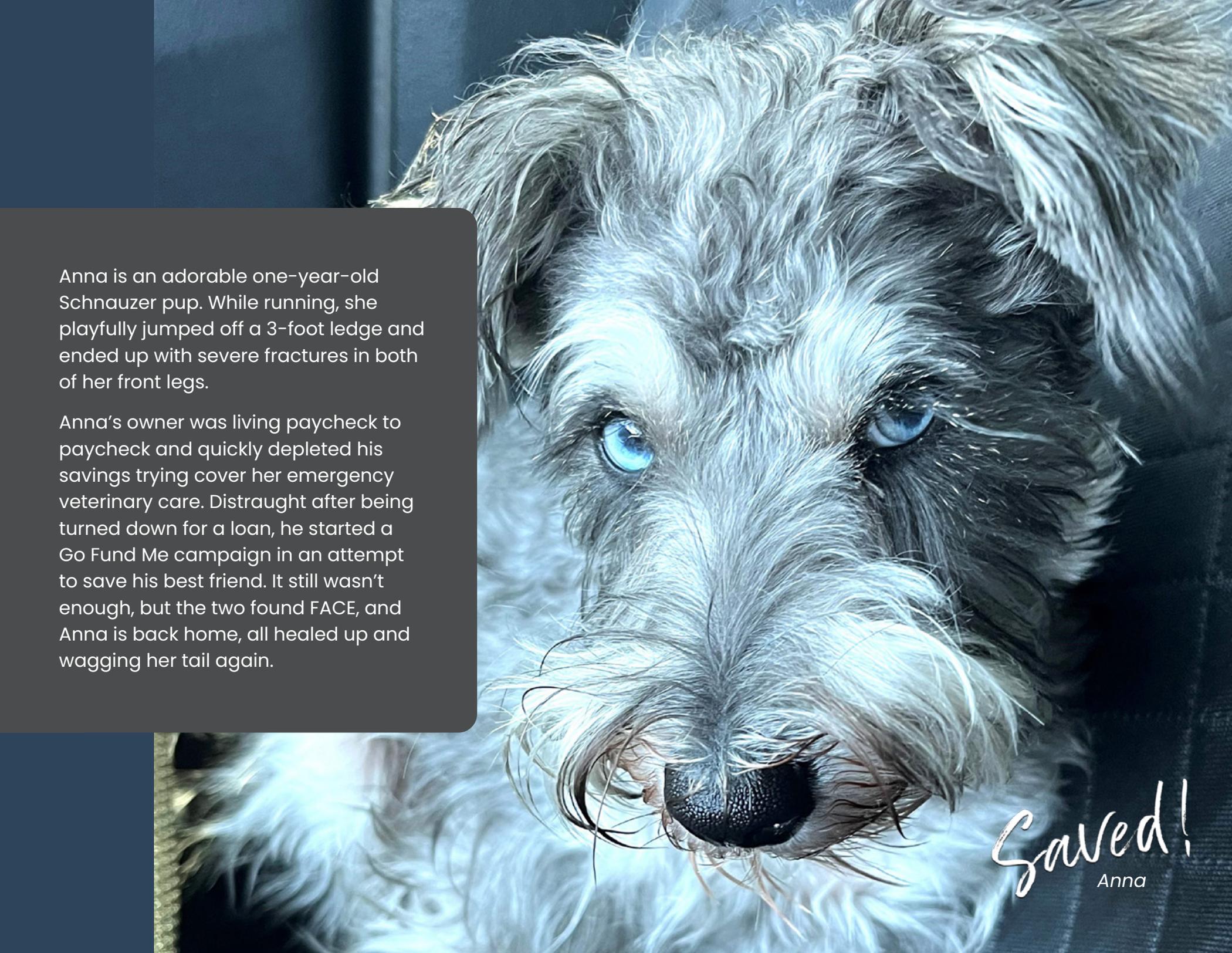
Mango



Felix



Chiquita



Anna is an adorable one-year-old Schnauzer pup. While running, she playfully jumped off a 3-foot ledge and ended up with severe fractures in both of her front legs.

Anna's owner was living paycheck to paycheck and quickly depleted his savings trying cover her emergency veterinary care. Distraught after being turned down for a loan, he started a Go Fund Me campaign in an attempt to save his best friend. It still wasn't enough, but the two found FACE, and Anna is back home, all healed up and wagging her tail again.

*Gawed!*  
Anna



**FOUNDATION FOR ANIMAL CARE AND EDUCATION (FACE)**

*FACE is a 501(c)(3) charitable organization. Tax ID: 20-5333261*

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- [face4pets.org](http://face4pets.org)

