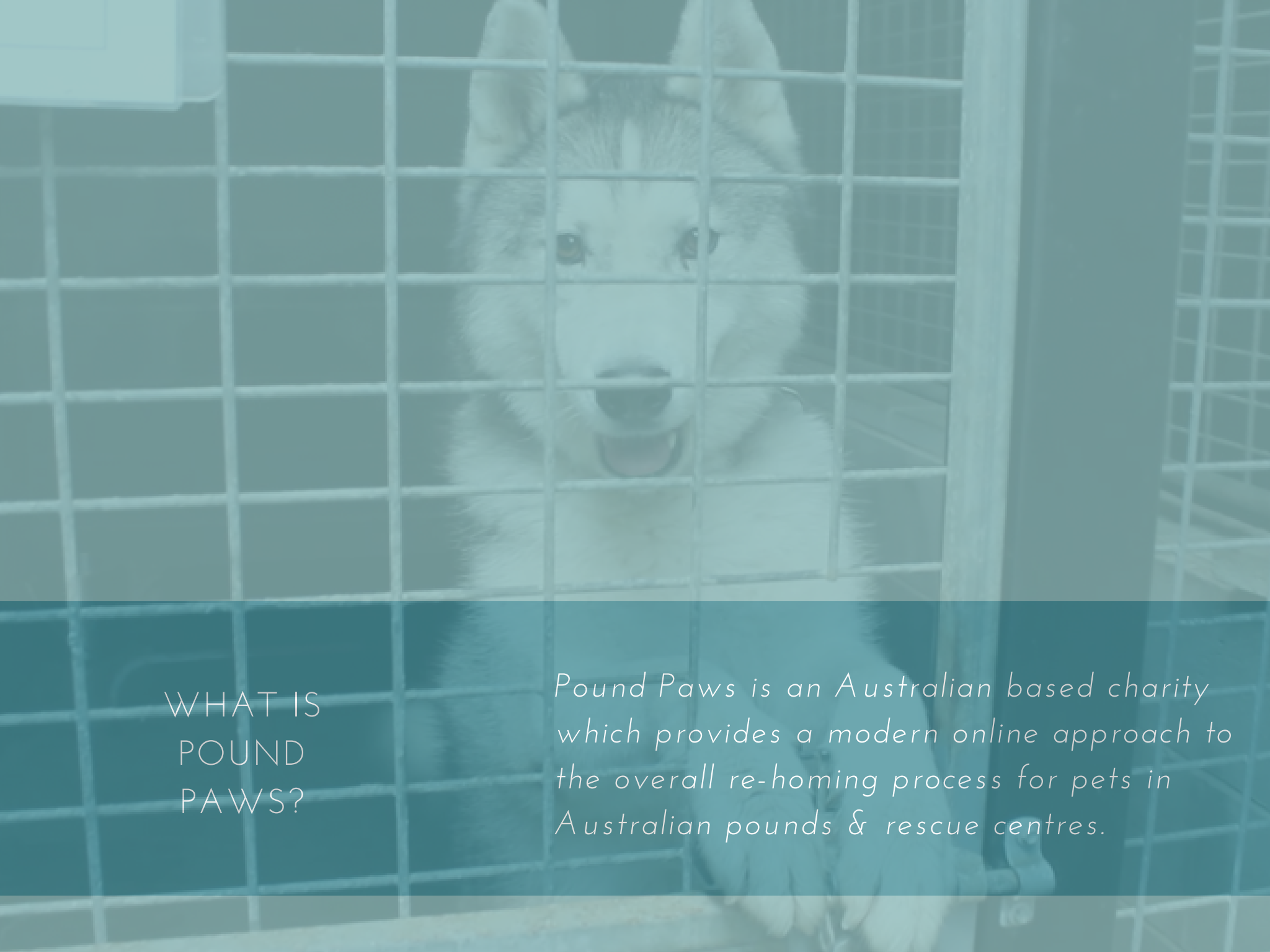




ABOUT POUND PAWS

A husky dog is looking out from behind metal cage bars. The dog's face is centered in the frame, with its eyes looking directly at the camera. The bars are a grid pattern, and the background is a solid teal color. The dog's fur is light-colored with some darker markings around its eyes.

WHAT IS POUND PAWS?

Pound Paws is an Australian based charity which provides a modern online approach to the overall re-homing process for pets in Australian pounds & rescue centres.



POUND PAWS FOUNDER

Brittany Bloomer launched Pound Paws as a passion project in high school, after regularly volunteering at local animal shelters & hosting fundraisers for local rescue groups.

Her combined love for animals and experience in Media Communications, Events, Social Media, IT & PR has helped accelerate this charity to actively re-home pets all over Australia.

VISION

- To increase the number of pets being rehomed from animal pounds and rescues, and eliminate the need for animals to be euthanised.

This is achieved daily via our website + social media channels.

The screenshot displays the Pound Paws website. At the top left is the Pound Paws logo, which includes the text "POUND PAWS" and "NATIONAL ANIMAL RESCUE". To the right of the logo are three white paw prints, a link "Click here to get started > Sign Up / Login", a teal "donate" button, and a search bar with the word "Search" and a magnifying glass icon. Below the header is a teal navigation bar with links for "Home", "About", "Rescue", "Blog", and "Contact". The main content area features a collage of photos of various animals (cats and dogs) in cages. Overlaid on this collage is a teal box with the text "Available pets for adoption on Pound Paws" and a large number "783" with the text "Pets looking for homes" below it. At the bottom of the page is a white section titled "Adopt a Pet Online". This section contains four dropdown menus: "State", "Age", "Lifestyle", and "Type of Pet", each with a teal checkmark icon. To the right of these menus is a teal "go" button. Three teal paw prints are located in the bottom right corner of the white section.

EDUCATION

- Education – To increase the awareness of the Australian public of the importance of adopting instead of shopping. We achieve this through our online campaigns, PR Activations, events & speaking at local schools.

SCHOOL ASSEMBLY VISITS



Students are our pathway to the future, that is why we feel it is so vital to educate the young minds, to ensure that they guide a positive future for our beloved rescue pets!

Our mission is to continue visiting schools and educating students at a mass, about responsible pet ownership and the importance of choosing to adopt instead of shop.

RESCUE GROUP SUPPORT



We correspond with rescue groups & pounds daily and appreciate all the work they do for Aussie rescue pets.

One of our main focuses is providing them with opportunities to further raise awareness for their cause, whether via our Rescue Directory or PR opportunities.

A group of people and dogs outdoors, smiling and interacting, with a teal overlay. The image shows a man in a beanie and glasses holding a guitar, a woman holding a basket of bananas, and several other people and dogs, including a golden retriever and a beagle. The text is overlaid on the image.

COLLABORATION

- Collaboration - To provide a better link between potential pet owners and animals in pounds and rescues.

We are actively finding ways to further raise awareness to encourage individuals to adopt instead of shop. This can range from media appearances, brand partnerships/activations, social influencer campaigns or events in collaboration with local councils & venues.

We are always thinking outside the box for fun/quirky approaches!

AS FEATURED ON



The Daily Telegraph

Daily Mail



Herald Sun

UNILAD



COSMOPOLITAN



ILLAWARRA MERCURY



ellalist
Family Inspiration Daily

Mashable



Eventbrite

PEDESTRIAN.TV



Men's Health



PET ADOPTION - PR / MEDIA OPPORTUNITIES

Our PR skills have provided us with some powerful opportunities to further raise awareness to larger audiences about pet adoption.



Pound Paws featured on The Living Room segment with Dr Chris Brown,



Sky News Australia Segment discussing pet adoption over the Christmas gifting period.

DOG DAY EVENTS

Pound Paws hosts a variety of dog day events around Australia, with an aim to not only raise awareness about the importance of choosing to adopt instead of shop to local communities, but to assist rescue groups & pounds, by promoting their hard work + dogs available for adoption.

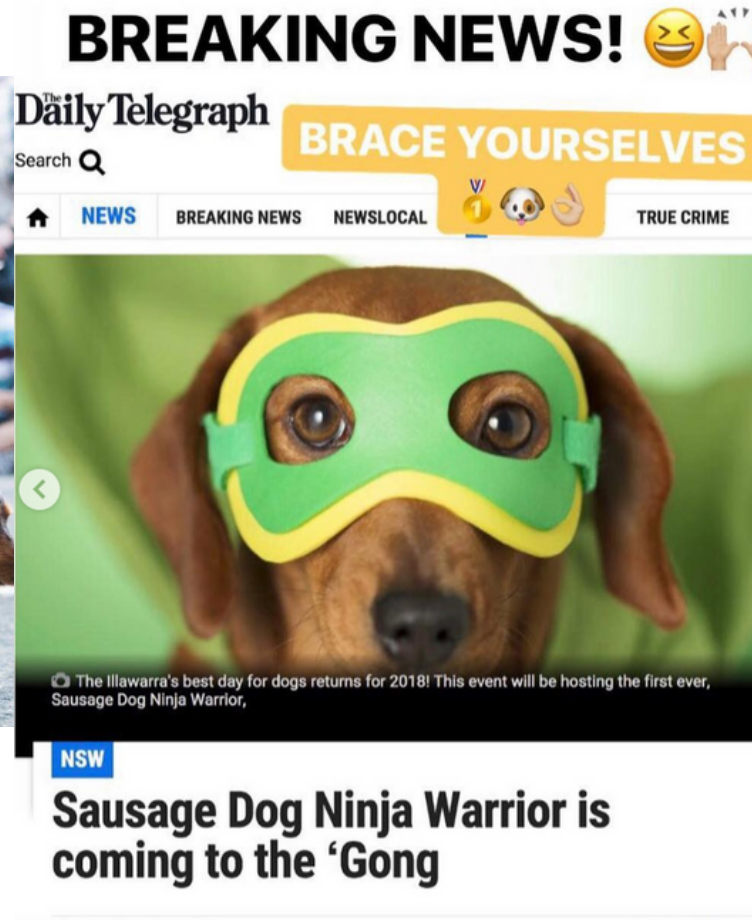
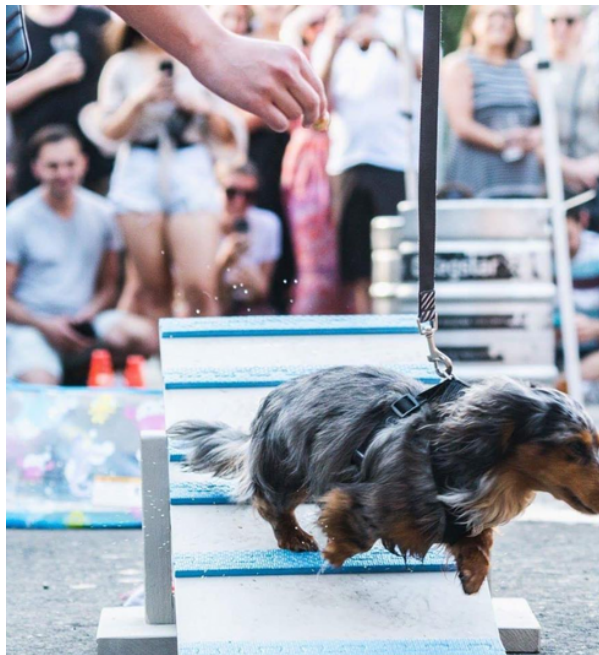
These events are organised with a positive/fun approach and an aim to educate and build a strong sense of community too.



PR ACTIVATIONS @ DOG DAY

At Each Dog Day event we aim to launch a viral PR activation, to further promote the cause & mission for the day - dog adoption!

One excellent example - Sausage Dog Ninja Warrior



DOG DAY SUCCESS!

Our dog adoption events have proven to be succesful with not only actively rehoming pets, but assisting in fundraising and promotion for rescue groups & shelters.

Gymea Hotel licensee Joel Hunt said the event was an unqualified success.



📷 Natika Palka is in the process of adopting Chloe the greyhound. Picture: Kate Bastians.

WENTWORTH COURIER

Pooches found their furever homes

With national celebrity profiles supporting the event too - Robbie Farah.



INNOVATION

A group of six people (three men and three women) are standing in a modern, brightly lit studio with colorful geometric wall panels. They are holding up two large posters: one blue with white dashed lines and one red with white polka dots. Both posters feature a close-up of a dog's face. Several dogs are present: a golden retriever lying on the floor, a golden retriever sitting in the foreground, a beagle being held by a man, and a dachshund being held by a woman. A small blue bag with a dog illustration is on the floor. The overall theme is pet adoption and awareness.

- Innovation – To be at the forefront of new and modern approaches to raise awareness for rescue pets.

PETFLAIR

An online fundraising campaign selling swimwear featuring your pet on it, with an aim to go viral and raise awareness about pet adoption on an International level.

This fundraiser was launched on KS and Pound paws got 25% of the profits raised.

Pound Paws activated the PR & Marketing behind this campaign - tapping into our network of pet lovers & media contacts for support.





FASHION FEATURING YOUR PET

JUST SEND IN YOUR FAVOURITE PHOTO AND PICK A FASHION STYLE YOU LIKE

10.52am 2018's YOUNG CHEF OF THE YEAR IS MAKING US A DELICIOUS DESSERT

Pretty 52

about 7 months ago · 🌐

OMG! You can get your pet's face printed on clothes!

Credit: Petflair

👍❤️😂 3.5K

1K Shares 518K Views

In The Know

about 8 months ago · 🌐

Show your pet how much you love them -- by putting them on your bathing suit

👍😂❤️ 5.7K

25K Shares 10M Views

George Takei

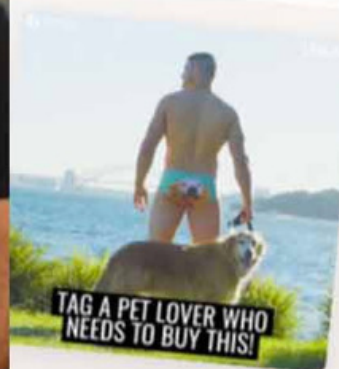
about 8 months ago · 🌐

This should pooch you in a good mood.

Via In The Know

👍😂❤️ 14K

11K Shares 10M Views



POUND PAWS RESCUE DIRECTORY

Pound Paws provides complimentary photo & video packages to pounds & rescue centres across Australia.

Our Rescue Directory lists pounds & rescue centres to further assist pounds & individuals in the adoption process.



Alaskan Malamute Rehoming Aid Aust Inc.

April 24, 2016 · 🌟

Thank you so much to Pound Paws who came to visit the troops at High Tails Lodge and are helping to advertise the dogs needing homes for many shelters and rescues. An awesome initiative.



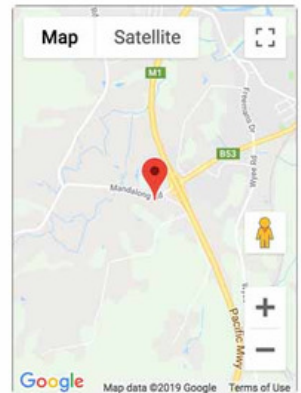
YOUTUBE.COM

Alaskan Malamute Rehoming Aid Australia

We visited Alaskan Malamute Rehoming Aid Australia, located in Mandalong (1.5 hour drive from Sydney). Their mission is to assist with rehoming...

👍❤️ You and 82 others

5 Comments 17 Shares



via
w



Name

Alaskan Malamute Rehoming Aid Australia

Background information

AMRAA mission is to assist with rehoming Alaskan Malamutes, huskies and other arctic breeds, requiring aid within Australia. We rescue those most desperate cases at risk of death from pounds and arrange to foster, kennel if necessary, vet check, desex, and provide all other vet work as necessary prior to rehoming. We also educate and provide advice and assistance to arctic owners in need. We are predominantly based in NSW, VIC and SA.

Address

34 Crooks rd Mandalong

Mobile

0412661935

Pets available for adoption
from here



Snowy



Thor



Wolf



Senji

AIR BNB SOCIAL IMPACT EXPERIENCE

A unique approach to fundraising for rescue groups, where they could host an activity in their shelter & the public would donate to participate.

Pound Paws facilitated the introductions between Airbnb & Shelters across Australia. 100% of the funds raised was donated directly to the rescue group.

Aussie Sheep Dogs and Farm Life

🔗 Social impact experience

Hosted by [Carey](#)



📍 [Ballan](#)

🕒 2 hours total

📋 Equipment

💬 Offered in English

About your host, Carey

I have been working nearly exclusively with our iconic Australian working breed dogs since 1993, and have been doing so on a full time basis since 2011. During this time, my rescue dogs have competed in and won events across many categories within dog sports across the country. They have also appeared on the silver screen, TV and in numerous publications, both in print and online.

What we'll do



[More photos](#)

\$110 per person

★★★★★ 6 reviews

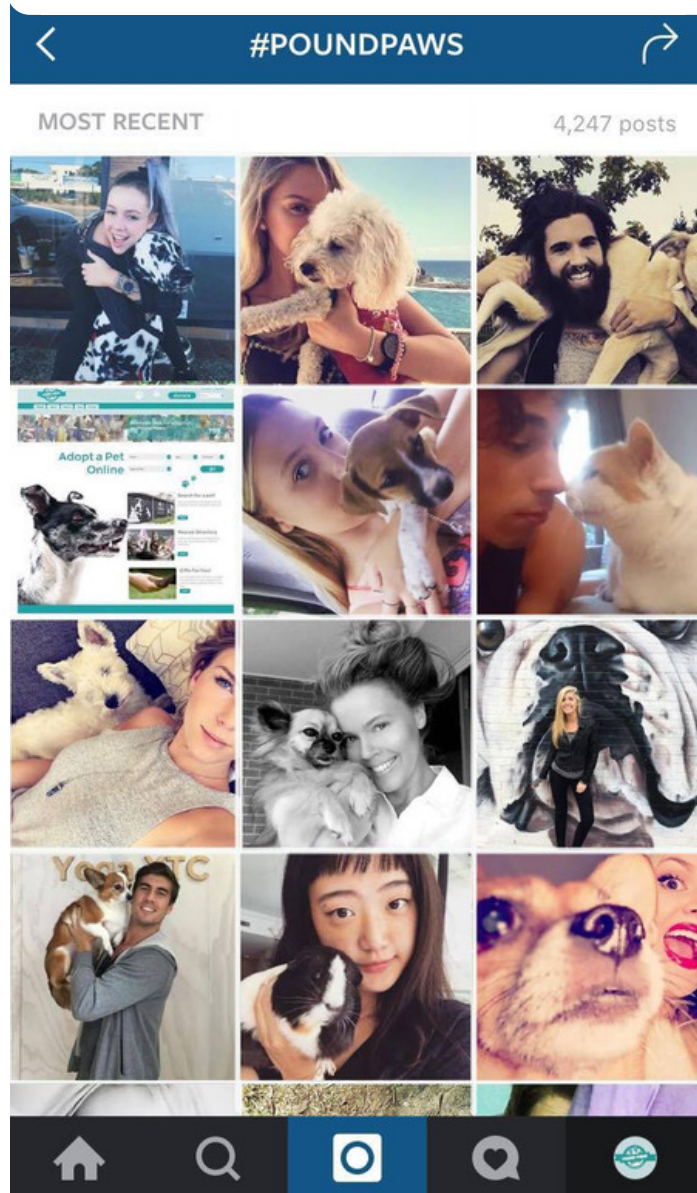
Sold out



BELONGING

- Belonging - To create a community that cares for animals.

#POUNDPAWS



Pound Paws has been operating via social media as one of its leading tools to actively re-home pets.

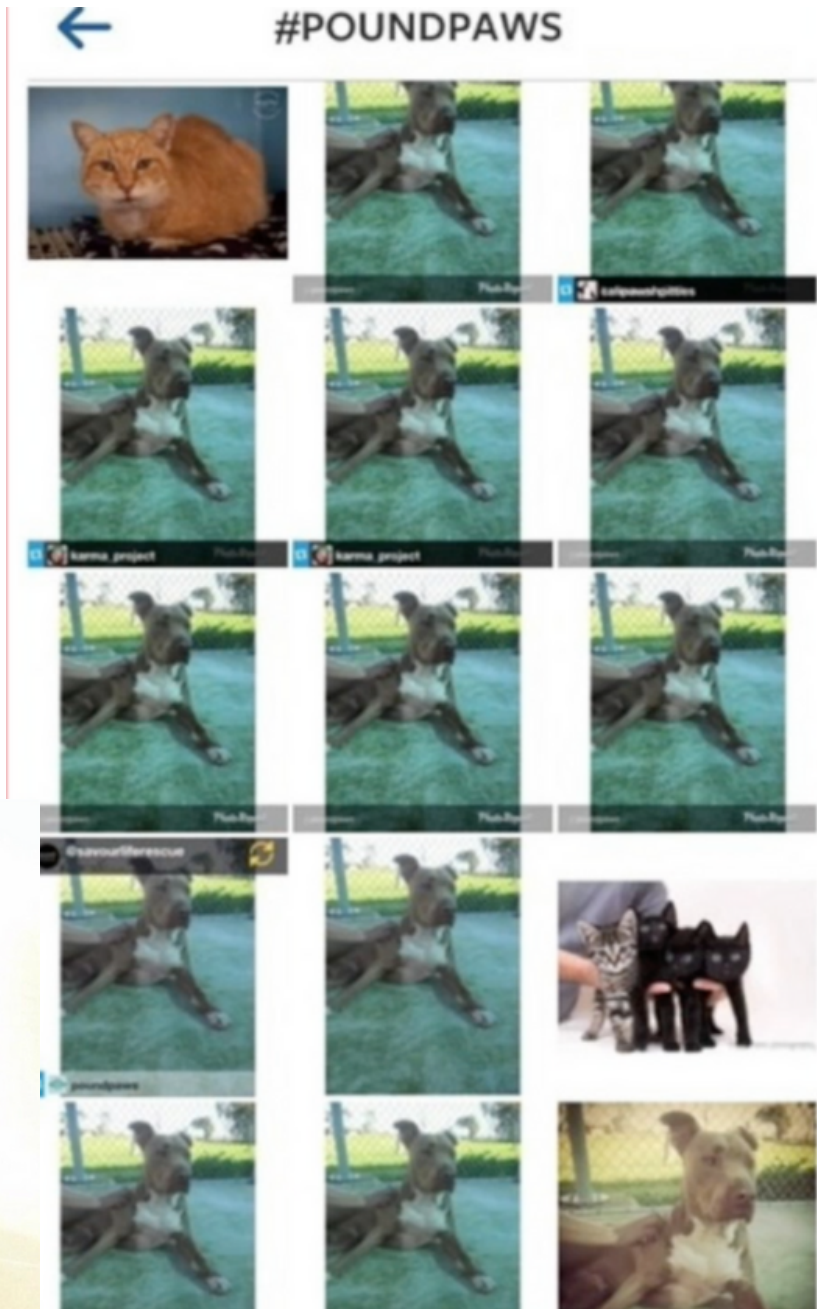
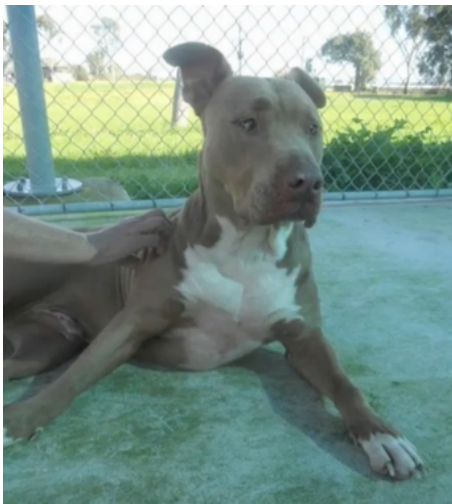
We are incredibly appreciative of the pet-loving community we have grown over the past few years.

We encourage all adoptees to share their images amongst our community by hashtagging #PoundPaws

THE POWER OF A COMMUNITY ON SOCIAL MEDIA

This particular emergency re-home case only had a few hours left till she would be put on death row.

Through the power of social media, our online community shared this image with their network & we successfully found her a family within a few hours!



HAPPY RE-HOME CASE - MAHOGANY



Mahogany the Neo Mastiff ended up at the pound, with severe medical conditions. His future wasn't looking good. Pound Paws actively re-homed him, organised interstate transport & assisted in the rehabilitation and fundraising of medical bills, to prevent him from being euthanised. He is now living in QLD with his fur-ever family!



Campbelltown Pound

HAPPY RE-HOME CASE - BOXER FAMILY

This Boxer mother & her litter of pups had been surrendered at a local council pound. They were on the list for death row that day. Within 25 minutes, we were able to pair them up with foster carers & adoption applicants - furthermore saving the whole family! Check them out now.



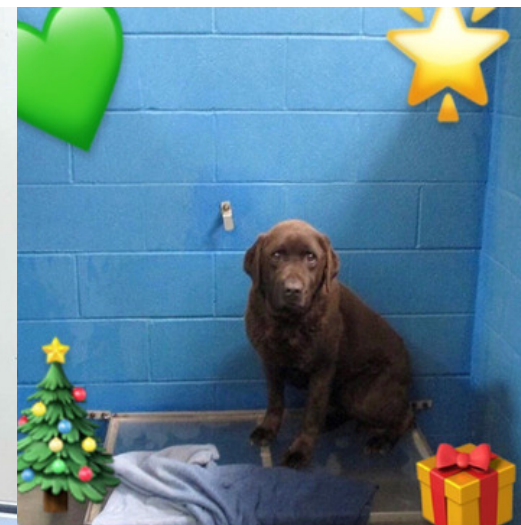
Dog Rescue Newcastle

They are all now happily adopted!

HAPPY RE-HOME CASE - TOMMY

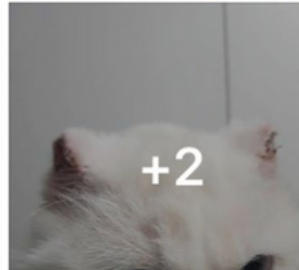
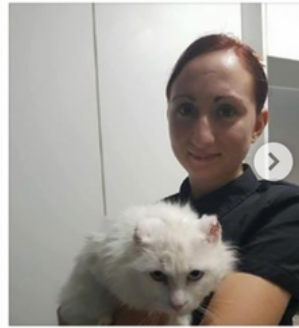
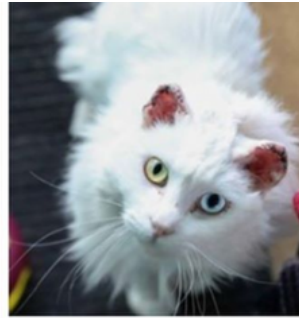
Tommy was an 8 year old Labrador who was dropped off at the pound, as his original family could no longer care for him. What hurt the most, was it was right before Christmas!

Pound Paws actively assisted in the -rehoming process for him, by promoting him via our pages ensuring that he was out of the pound by Christmas! One of his early Christmas presents was a bath!



Project Under Dog Rescue

HAPPY RE-HOME CASE - GUPPY



This deaf cat had struggled to find an owner for quite some time. Pets with disabilities can require a bit more care. Pound Paws stepped in and paid for this cat & transferred him inter-state where he now lives full-time at Sacred Animal Sanctuary Farm - which is a rescue shelter which cares for disabled pets indefinitely.

RSPCA NSW

These are just some of our favourite re-home stories...

A thick teal line graphic that starts at the top right, goes down and left, then up and left, then down and left, and finally up and left towards the top right.

23K

INSTAGRAM

Number of active followers on our Instagram account @poundpaws

AGE

25-34

General age-range of our followers.

6k

FACEBOOK

Number of likes on our Facebook page.
Find us: Pound Paws



FOSTER CARE NETWORK

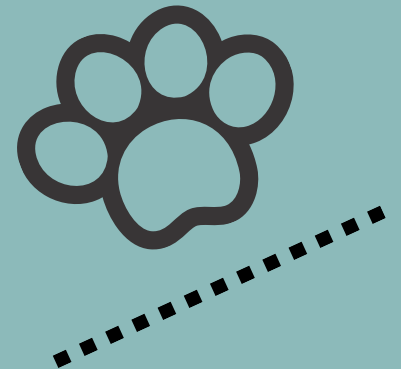
We are currently expanding our foster care network across Australia, which will allow us to temporarily care for pets in pounds, by re-locating them into loving homes until they find their fur-ever owners.

This will increase their chance of finding a home, by removing them from death row. We currently have foster carers all over Australia. The process involves them filling out an application course then participating in an introduction course, hosted by Pound Paws.



2 likes

crissies_foster_babies A big thank you to @poundpaws for my delivery last night. Acey and her 6 beautiful babies! 🐾 Also a big thank you for the food supplies. 🥰 #aceyandherbabies #poundpaws #fosteringsaveslives #adoptdontshop



OUR GOAL IN THE NEAR FUTURE

- • Educating the Australian public on the importance of pet adoption & responsible pet ownership
- • Actively reducing the amount of pets on death row per year
- Providing complimentary photo + video packages for all rescue groups / shelters in Australia
- Dog Day (Adoption Events) all over Australia (monthly).
- Foster Carer Network all over Australia - getting pets out of the pounds and into warm homes until they are adopted!
- Implementing No-Kill Policy in all pounds & rescue centres across Australia
- Creating unique/fun campaigns for #ADOPTDONTSHOP



A close-up photograph of a dog's face, likely a pit bull mix, looking through the vertical bars of a metal cage. The dog has dark fur with a white patch on its forehead and muzzle. It is wearing a dark collar with a metal ring and a small, round, light-colored tag. The image is overlaid with a semi-transparent teal filter.

Let's help speak out
for those who can't.

WWW.POUNDPAWS.COM.AU