



PAISLEY PAWS FOUNDATION TALKING POINTS

A Conversation Guide for Purina Pro Plan Veterinary Support Mission PAWrtners

Together, the Purina Pro Plan Veterinary Support Mission and Paisley Paws Foundation power the life-saving care behind every Paisley Paws Foundation Angel Fund to reduce hardship euthanasia, and support veterinary team members facing a mental health crisis, across a nationwide network of PAWrtner Clinics. Stopping preventable goodbyes. Keeping families whole.

START WITH DISCOVERY

QUESTION #1: Does your hospital have an Angel Fund or hardship fund to help pet families who cannot afford the cost of care?

IF NO:

That's very common. Many hospitals want to help more pets but struggle with the administrative, fundraising, and compliance aspects of managing a charitable fund.

Paisley Paws Foundation can help your hospital establish a sustainable Angel Fund that:

- Operates through a 501(c)(3) nonprofit structure
- Provides donors with tax-deductible giving benefits
- Includes a 20% donation match through the Paisley Paws PAWrtner Program, which Pro Plan Veterinary Support Mission helps support
- Comes with custom marketing, fundraising, and donor engagement resources and ongoing support
- Allows the hospital to retain full autonomy in deciding how funds are used
- Does not require changes to the hospital's current payment processing systems

(Refer clinic to the Paisley Paws PAWrtner Hospital One-Pager.)

IF YES:

That's wonderful. Having a way to support pet families facing financial hardship makes a tremendous difference in your community.

QUESTION #2: Is your fund managed through a 501(c)(3) nonprofit organization?

IF NO:

Paisley Paws Foundation may be able to help strengthen your program by providing a compliant nonprofit structure while also helping grow your fund through matching dollars, fundraising resources, and marketing support.

(Refer clinic to the Paisley Paws PAWrtner Hospital One-Pager.)

IF YES:

That's fantastic. If your team is ever looking for additional support or has a desire to partner with a different nonprofit, Paisley Paws Foundation offers:

- A 20% match on donations made directly to participating clinics
- Marketing resources and fundraising toolkits
- Custom fundraising materials for special events and campaigns
- Promotion of clinic fundraising efforts through the Paisley Paws website, social media channels and national network
- A custom donation page and QR code
- Real-time Angel Fund reporting and balances
- Ongoing support from the Paisley Paws Foundation team

FREQUENTLY ASKED QUESTIONS

WHAT MAKES PAISLEY PAWS FOUNDATION DIFFERENT FROM OTHER ANGEL FUND PROGRAMS?

Paisley Paws Foundation doesn't just provide a compliant charitable fund. Paisley Paws Foundation help hospitals grow and sustain their Angel Funds through matching dollars, marketing support, fundraising resources, technology, and ongoing partnership support.

DOES THE CLINIC LOSE CONTROL OVER HOW FUNDS ARE DISTRIBUTED?

No. Participating hospitals maintain full autonomy in determining when and how Angel Fund dollars are used to support pets and families facing financial hardship.

DOES THE CLINIC NEED TO CHANGE ITS PAYMENT PROCESSING SYSTEM?

No. Hospitals can continue using their existing payment processing systems.

WHAT HAPPENS TO DONATIONS RAISED FOR OUR CLINIC?

Donations are managed by the Paisley Paws Foundation team. All donations raised by a clinic are designated to that clinic's Angel Fund and remain with that clinic to support pets and families in the local community.

DOES PAISLEY PAWS FOUNDATION MATCH DONATIONS?

Yes. Paisley Paws Foundation matches 20% of every donation made directly to a PAWrtner Hospital's Angel Fund, up to \$25,000 per donation.

Examples:

- \$500 donation = \$100 match
- \$5,000 donation = \$1,000 match
- \$25,000 donation = \$5,000 match
- \$35,000 donation = \$5,000 match (the maximum match available on a single donation)

HOW MUCH DOES IT COST TO PARTICIPATE?

The annual PAWrtner Hospital fee is \$250 and includes access to all fundraising, marketing, reporting, and support resources. The hospital may pay for the annual fee in the following ways:

- Hospital Credit Card and/or Check made payable to Paisley Paws
- Donor and/or Vendor may elect to sponsor the

Hospital PAWrtnership Fee

- Hospital can elect Paisley Paws Foundation to deduct 10% of donations received

WHAT MARKETING SUPPORT IS PROVIDED?

Participating hospitals receive:

- Ready-to-use marketing materials, including 100 brochures and a set of 10, 11x17 posters. Brochures & Posters may be reordered at no cost to clinic
- Monthly social media resources, including graphics and ready to use content
- Fundraising toolkits
- Custom campaign support
- Event promotion opportunities
- Custom donation pages and QR codes

HOW DIFFICULT IS IT FOR HOSPITAL STAFF TO MANAGE?

The program is designed to minimize administrative burden. Paisley Paws Foundation provides tools, resources, reporting, and support to help hospitals focus on helping pets and families.

DOES PAISLEY PAWS FOUNDATION SUPPORT VETERINARY TEAM MEMBERS TOO?

Yes. Through the Betterment of Mental Health Fund, Paisley Paws Foundation provides financial assistance up to \$5,000 to veterinary team members experiencing a mental health crisis, helping remove financial barriers to seeking care and support. Funds, if approved, are paid directly to service providers.

WHAT IS THE ULTIMATE GOAL OF THE PAWRTNER HOSPITAL PROGRAM?

To help more pets receive life-saving and life-enhancing veterinary care, reduce financial barriers to treatment, support veterinary team members, and strengthen the bond between hospitals and the communities they serve.

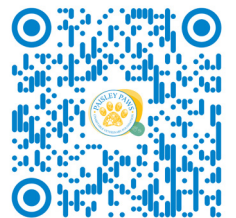
IF A CLINIC IS INTERESTED IN LEARNING MORE AND BECOMING A PAISLEY PAWS PAWRTNER, WHAT DO I SHARE?

Connect hospital team member to Andrea McKown, Executive Director of Paisley Paws Foundation by email at Andrea.McKown@PaisleyPaws.org or by phone 417-894-9932. She will schedule a time to meet with the clinic team to discuss more details.

SHARE PAISLEY PAWS FOUNDATION WITH YOUR COLLEAGUES AND CLINICS.

Everything you need is one scan away: this conversation guide, Angel Fund and Betterment of Mental Health program guides to leave with an interested clinic, and Andrea McKown's calendar to book a Paisley Paws intro call.

SCAN THE QR CODE OR VISIT [PAISLEYPAWS.ORG/PPPVSF](https://paisleypaws.org/pppvsf)



PAWSITIVELY ENHANCING THE LIVES OF PETS AND VETERINARY TEAM MEMBERS

PO Box 380 | Kearney, MO 64060 | paisleypaws.org

Paisley Paws Charitable Veterinary Foundation is a 501(c)(3) nonprofit organization | Federal EIN is 83-4011560