



# TAILS

Foundation Inc

A Non-Profit  
501c3 Organization

Helping Families Care For Their Pets

## Programs & Services:

**Our Mission:** *To help families care for their pets by providing services, resources and education for optimal health and well-being of all animals!*



**Food4TAILS:** Assists families in need with food for their pets, thus ensuring pets stay with their family.



**RainbowTAILS:** Helps support end-of-life services for limited-income owners caring for elderly or terminally ill pets.



**TAILS4Life:** Assists families in need with essential veterinary medical expenses such as spay/neuter, vaccinations and emergency care.



**TAILS Academy:** Helps educate our community about pet responsibility, basic pet care and training, alternative therapies, food preparation and more.



**VeteranTAILS:** Supports our nation's heroes by helping keep their pets and service animals healthy and happy!



**SeniorTAILS:** Helps enable elderly pet owners keep their pets by providing support where needed such as pet food, veterinary care and walking.

Visit our website to see how we can help!!

[www.TAILSFoundationInc.com](http://www.TAILSFoundationInc.com)

## How You Can Help:

- ❖ Become a Sponsor
- ❖ Provide Raffle Items
- ❖ Monetary Donations
- ❖ Hold a Fundraiser
- ❖ Volunteer Your Time
- ❖ Follow us Online
- ❖ Tell Your Friends!



# TAILS411

PET Business Directory



-North Idaho

Resources For All Your Pets Needs

## PET Business Directory:

- |                    |                      |                    |
|--------------------|----------------------|--------------------|
| *Veterinarian      | *Dog Trainer         | *Pet Waste Removal |
| *Groomer           | *Pet Photographer    | *Pet Transport     |
| *Retail Store      | *Pet Sitter          | *Breeder           |
| *Rescue/Non-Profit | *Pet Resort/Boarding | *Wildlife          |
| *Therapy           | *Holistic Health     | *Farm & Ranch      |

**A network of pet-related businesses  
Partnering, Empowering, Thriving!**



**Have a pet-related business? Join TODAY!!  
Marketing & Advertising we help with:**

- |                        |                            |
|------------------------|----------------------------|
| • Social Media!        | • Flyers!                  |
| • Event booths!        | • Live videos at business! |
| • Craigslist ads!      | • Press Releases!          |
| • Community Calendars! | • & more!                  |

We are COMMITTED to help you succeed in your business!!

## TAILS Rewards:

**TAILS Foundation Inc's Premier Fundraiser!**



Only  
**\$25**  
Per Year

Receive multiple discounts with local businesses throughout our community.

See discounts for:

- |                |                  |
|----------------|------------------|
| *Restaurants   | *Grocery/Retail  |
| *Coffee Shops  | *Health/Wellness |
| *Hotels/Travel | *Automotive      |
| *Entertainment | *& More!         |

See our online directory for participating businesses!  
New discounts & offers added monthly!  
Funds support TAILS programs and services!

## Contact Us:

# TAILS Foundation Inc

Call/Text: 208-773-8245

TAILSFoundationInc@gmail.com

www.TAILSFoundationInc.com

## Serving the Inland Northwest

Check online for resources needed



# TAILS Foundation Inc

*Helping Families Care For Their Pets*

Dear Friends,

As the population increases, there is a noticeable and growing need for pet care in our community. Due to unforeseen circumstances such as the loss of a job, medical issues, changes in housing or a lack of pet care education, people are often unable to care for their pets. That's how the quest began for TAILS Foundation Inc and we need your help!

TAILS Foundation Inc's mission is to help families care for their pets by providing programs and services, resources and education for optimal health and well-being for all pets. By assisting families during difficult times and educating our community, pets will not have to be surrendered and can live long, healthy and happy lives!

As a nonprofit organization, TAILS Foundation Inc relies heavily on the support of local businesses like yours to provide support to our programs and services such as Food4TAILS (a mobile pet food bank), RainbowTAILS (supporting end-of-life care for elderly pets), and TAILS4Life (supporting essential veterinary medical care). As a TAILS Foundation Inc sponsor, you may receive benefits such as name/logo on our sponsors banner, Facebook and website, networking opportunities and free membership to our TAILS411 program (please see attached Sponsorship Benefits).

For more information about TAILS Foundation Inc or its programs and services, please feel free to contact us anytime or visit our website, [TAILSFoundationInc.com](http://TAILSFoundationInc.com). We would be happy to provide more information or set up a presentation for your business if requested.

Thank you so much for your time and consideration and we look forward to hearing back from you soon!

Pawsitively yours,

LaRain Saige – Director  
TAILS Foundation Inc  
208-773-8245  
[tailsfoundationinc@gmail.com](mailto:tailsfoundationinc@gmail.com)  
[TAILSFoundationInc.com](http://TAILSFoundationInc.com)



## Why Support TAILS Foundation Inc?

In our community, there is an increasing need for pet assistance services especially among low-income and senior families. Shelters and rescue groups are overwhelmed with pets needing forever homes and temporary financial or medical hardships often lead to pets being surrendered. By partnering with TAILS Foundation Inc, you'll help support struggling pet families in our community as well as fund resources, educational programs and fundraisers.

TAILS Foundation Inc also provides social activities for both people and their pets. Clubs, advocacy groups, classes and activities help bring people and their pets together for support and bring awareness to the rising need for animal-assistance programs in our community.

## **TAILS411 P.E.T. Business Directory: Partnering, Empowering, Thriving!**

Join our exclusive pet-related business directory as a vetted member of TAILS411, a one-stop resource for local pet-related needs! Four membership levels offer numerous benefits and provide something for every need and budget.

## How Does it Benefit my Business or Organization?

As a TAILS Foundation Inc supporter, your business or organization will become part of an amazing group of like-minded pet people. You will have the opportunity to advertise, network and connect with other local businesses, meet and help members of the community with their pet needs, receive referrals and share a sense of pride as we work together to support and educate the public about responsible pet ownership.



## Joining TAILS411 Business Directory: Benefits of "Working Smarter"

Every business wants to work smarter. Let the TAILS411 Business Directory show you how! No organization offers you a better return on your investment than the TAILS411 PET Business Directory. Here are just a few ways you can grow your business through TAILS411:

### **Referrals**

Each year, hundreds of people contact TAILS Foundation Inc for referrals to pet-related businesses in our area. As a TAILS411 member, your business gets top priority: If you're a member, you're referred!

### **Advertising Opportunities**

Visibility and exposure in our community is the key to effective marketing and TAILS411 can help. Online TAILS411 directory listing and ads, Facebook promotional opportunities, networking event, and monthly newsletter ads are just a few of the ways TAILS411 Business Directory can help your business grow. Please see the Business Membership Benefits form for more information.

### **Networking Opportunities**

TAILS411 hosts a variety of events that enable members to meet and mingle. This is a great opportunity to promote your business, network with other businesses and learn more about the needs of our community.

### **Sponsorship Opportunities**

Sponsoring a TAILS411 event or activity is a great way to get community exposure for your business. Five sponsorship levels offer numerous benefits and provide something for every need and budget. Ask how your business can become a sponsor today!

### **Committees**

Energetic volunteers and staff ensure that TAILS411 members get the most from their investment. TAILS411 has several committee and volunteer positions available, and we encourage all talents and availabilities.



## WHERE DOES THE MONEY GO?

As a TAILS411 business member, your fee helps cut the cost of your advertising and marketing, gives your business or organization more opportunities within the community and encourages better business practices. Some of these expenses include:

### Event Booth Fees

- All business members will have their marketing materials presented at all events attended by TAILS Foundation Inc including wellness fairs, pet events, street fairs, farmers' markets and more. Members can also attend these events with TAILS411 if they so choose.

### City Chamber Memberships

- TAILS411 will strive to be a chamber member in local cities where your business or organization is prevalent. TAILS411 membership fees will help sponsor annual chamber fees, monthly meetings and community events coordinated by the city. Members will be able to attend these events with TAILS411 if they so choose; individual costs will apply (i.e., lunch fees). Members must also introduce themselves as a TAILS411 member.

### Other Membership Fees/Dues

- TAILS411 will aspire to become an active member of the community including attending local networking events, becoming a member and/or supporter of various animal-related organizations and sponsoring relevant causes.

### Media Expenses

- Membership fees will also support any online, newspaper, magazine or other media advertising and marketing for all TAILS411 business members.





**TAILS411**  
 PET Business Directory  
*-North Idaho*  
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# Business Member Options & Benefits

Membership Type:	Courtesy	Nonprofit	Classic	Premier
<b>Annual Cost:</b>	FREE	\$50.00	\$100.00	\$250.00
<b>Membership Description:</b>	FREE to any businesses offering a discount to TAILS Rewards Members.	Open to nonprofit Organizations (proof required).	Open to small, local, for-profit, businesses wanting to promote or expand.	Open to large, local, for-profit businesses wanting to promote or expand.
Business/Discount Listed in Online Directory	★ Logo/NAP No Links	★ Logo/NAP FB/Web Links	★ Logo/NAP FB/Web Links	★ Logo/NAP FB/Web Links Top Listing
TAILS Facebook Page Promotional Opportunities	★	★	★	★
Approval Certificate and Window Display Card	★	★	★	★
Attend Networking Events (as TAILS411 member)		★	★	★
Marketing Info Displayed at Events/Networking Booths		★ Cards/Brochures	★ Cards/Brochures	★ Cards/Brochures, Top Listing
Discount on TAILS-sponsored Event/Networking booth fees (varies due to #/cost of events)		★ 25% Off	★ 25% Off	★ 50% Off
TAILS Rewards Card for Business (additional cards \$15 each)		★ 1 Card	★ 1 Card	★ 3 Cards
Monthly E-Newsletter Ad (your design) Need More? \$20 per ad Buy Two, Get One ½ Off!		★ 2 Free Ads	★ 2 Free Ads	★ 4 Free Ads
TAILS411 Homepage Ad Opportunity \$100/Month (your design) Buy Two, Get One ½ Off!		★	★	★



# Additional Business Member Information

1. Members will be expected to support and adhere to the policies listed on our TAILS Foundation Inc Policies page. This ensures that the members we work with are treating animals with kindness and respect. If the Board finds that members have not followed these policies, membership may be terminated without option for refund.
2. Nonprofit members must provide a copy of status approval paperwork. If organization is a rescue or your business/organization harbors animals, the facility must be approved by the Board. Please contact us for more details.
3. Members should provide business cards (100-250) to pass out at events, add to raffle baskets or goodie bags during events. Notice will be given when supplies are low prior to next scheduled event.
4. Include any flyers, brochures or marketing materials that you would like distributed.
5. Include any samples, giveaways or “swags” you would like for goodie bags or raffle baskets which are often given out during events.
6. Review TAILS411 benefits regularly: there will be many opportunities throughout the year to market your business to the community (i.e., networking events, online directory, monthly newsletter).
7. Provide a “Members Only” special deal (i.e., coupon, BOGO). This is designed to increase your business: the better the deal, the more traffic you will get! Keep in mind you want to *make* money, not lose money, on your deal, even if it’s accepted several times a day.
8. Keep your information with us up to date so that we may direct website visitors to your business. We will also send out informational emails regularly and don’t want you to miss any opportunities to market your business.

**Please feel free to contact us with questions or concerns:**

LaRain Saige – Director

PO Box 2903 Post Falls, ID 83877-2903

Call/Text: 208-773-8245

[TAILSFoundationInc@gmail.com](mailto:TAILSFoundationInc@gmail.com)

[TAILSFoundationInc.com](http://TAILSFoundationInc.com)



Policies pertaining to animal care taken from the TAILS Foundation Inc bylaws:

**2.3 Policies: The TAILS Foundation Inc & TAILS411 support these policies as listed below, but not limited to:**

**2.3.1 Euthanasia:** TAILS does not support euthanasia as the predominant means of managing the pet overpopulation problem. Every effort should be made to place appropriate animals in safe, responsible homes. Euthanasia should be resorted to only when necessary to spare animals from suffering.

**2.3.2 Responsible Guardianship:** TAILS believes that responsible guardians are legal adults who are fully committed to humane, compassionate, lifelong care for their companion animal(s). Humane, compassionate care includes seeing to the animal's physical, behavioral, social and psychological needs. Ideally, guardian/companion animal relationships will endure for the life of the animal(s), however, not all pet and family matches are successful and because life circumstances can and do change, it is understandable that not all homes will be "forever homes." When this is the case, a responsible guardian is one who takes the necessary steps to re-home the animal(s) with a suitable responsible guardian or, as a last resort, to place the animal(s) in the care of a licensed reputable shelter, rescue group or sanctuary. Except in the case of emancipated minors, children under the age of 18 should not adopt or purchase an animal on their own and should be accompanied by a responsible parent or guardian who is legally authorized to enter into an adoption contract and who will assume primary responsibility for all aspects of the animal's care.

**2.3.3 Responsible Pet Care:** TAILS believes that responsible care includes appropriate amounts of nutritious, species-appropriate food and clean water to support good health, basic veterinary care including vaccinations and parasite control, necessary grooming and training, regular exercise, social interaction, diligence in identifying and eliminating hazardous substances and situations, using good judgment when exposing pets to potentially stressful situations, prompt treatment for illness or injury, and, in the case of dogs, cats, ferrets and rabbits, sterilization before puberty. Depending on species, responsible care also requires the use of collars and identification.

**2.3.4 No-Kill Community:** TAILS strongly supports "no kill" community organizations that are committed to reducing the number of cats and dogs in that community who are at risk of becoming lost, abandoned or relinquished to shelters. Toward that end, TAILS supports efforts to maximize accessible and affordable spay/neuter services, the practice of TNR (Trap, Neuter, Release) of feral cats, promotion of adoption of homeless animals, education of potential guardians on pet selection, the use of microchips and visible ID tags, and providing ongoing expert training and behavior assistance to guardians so that they may live successfully with their companion animals.

**2.3.5 Responsible breeders** are individuals who have focused their efforts on one or a select few breeds and through breeding, historical research and ongoing study, mentoring relationships, club memberships, showing, raising and training of these breeds have become experts in their health, heritable defects, temperament and behavior. Responsible breeders are well suited to educate and screen potential buyers/adopters and provide follow-up support after purchase or adoption. Responsible breeders take lifetime responsibility for the animals they have bred. If possible, adoption is always the best option.

**2.3.6 Training Aids and Methods:** TAILS supports training methods that are based on an understanding of how animals learn and incorporate kindness and respect for both the pet and the guardian. Humane training does not inflict unnecessary distress or discomfort on the pet. Humane training makes primary use of lures and rewards such as food, praise, petting and play. In addition to lures and rewards, there are many training tools and types of equipment designed to assist guardians in managing their pets' behavior at home and in public places. TAILS supports the use of methods and equipment that effectively accomplish the training objective with the least amount of stress for the pet. TAILS is opposed to any training equipment that causes a pet to experience physical discomfort or undue anxiety.

**Any individual, business or organization who disregards these policies/bylaws will be subject to membership termination without membership fee refund.**