



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 for all animals!



Food4TAILS: Assists low-income and elderly families with food for their pets, thus insuring they stay in the home.



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



TAILS4Life: Assists low-income families with veterinary medical expenses such as spay/neuter, vaccines & emergency care.



TAILSAcademy: Helps educate our community in pet responsibility, basic pet care and training, alternative therapies, food preparation and more.



VeteranTAILS: Supports our nations 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 (pet food, veterinary care, walking, etc.).

Visit our website to see how we can help!!

www.TAILSFoundationInc.com

How You Can Help:

- ❖ Donate Items For Raffles
- ❖ Monetary Donations
- ❖ Host a Donation Jar
- ❖ Hold a Fundraiser
- ❖ Volunteer Your Time
- ❖ Tell Your Friends
- ❖ Share Us Online



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!!

TAILSRewards:

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!

Dollars go towards programs and services to those in need!

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



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 wanted pets being surrendered. By partnering with TAILS Foundation Inc, you'll help support struggling pet families in our community as well as 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.

How Can I Help?

At TAILS, we understand that there are no "one size fits all" fundraising solutions. Pick from one of our many different support and donation options or create your own!

- Become a TAILS Foundation Inc sponsor
- Become a TAILSRewards merchant
- Join the TAILS411 Business Directory
- Provide a direct donation through our Facebook page, website or P.O. Box
- Donate items or services for auctions, raffle baskets or fundraisers
- Host a fundraiser
- Volunteer your time and talents
- Invite us to your next event or customer appreciation day!

How Does it Benefit my Business or Organization?

As a TAILS Foundation Inc supporter, your business or organization will become a part of an amazing group of like-minded pet people. You will have the opportunity to network and connect with other local businesses, meet and help members of the community with their pet needs and share a sense of community 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:

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.

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 of TAILS411, 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 grow your business. See Business Membership Benefits for more information.

Sponsorship Opportunities

Sponsoring a TAILS411 event or activity is a great way to get community exposure for your business. See how your business can become a sponsor.

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 **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 members will have their business or organization's marketing materials presented at wellness fairs, pet events, street fairs, farmers' markets and more. TAILS411 members will have the opportunity to attend these events via TAILS411 if they so choose. Business cards, brochures, flyers or other material provided by the business/organization will be available to the public at the booth at each event attended.

City Chamber Memberships

- TAILS411 will strive to be a city chamber member in any area where your business or organization is prevalent. TAILS411 membership fees will help sponsor annual chamber fees, monthly meetings and community events the city chambers coordinate. TAILS411 members will be able to attend these events via TAILS411 if they so choose, although individual costs will apply (i.e. you can attend monthly lunch meeting as a TAILS411 member (lunch fee not included) and must introduce yourself as a TAILS411 member.

Other Membership Fees/Dues

- TAILS411 will aspire to become an active member of the community which may include attending various 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 TAILS411 business members.



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Business Member Options & Benefits

Membership Type:	Courtesy	Non-Profit	Classic	Premier
Your Cost:	FREE	\$50/year	\$100/year	\$250/year
Membership Description:	This is FREE to any business who offers a merchant discount for our members.	Any person, firm, or organization engaged in a non-profit service business or profession.	For any local, for-profit small business or entrepreneur in the community.	For any local, for-profit business wanting to promote and expand their existing clientele.
Business listing in Online Directory with Discount	★ (No links)	★ (FB/Web links)	★ (FB/Web links)	★ (FB/Web links; Listed 1st)
TAILS Facebook promotional opportunities	★	★	★	★
Attend networking events (as TAILS member)		★	★	★
Information posted on Resource Board/Table at attended events		★ (Cards & Brochures)	★ (Cards & Brochures)	★ (Cards & Brochures)
Discount on TAILS events & networking booth fees (varies due to # of events & cost)		★	★	★
TAILSRewards Card for Business (add'l cards for employees at a discounted rate of \$15)		★	★	★ (2 additional)
Approved Certificate and decal for business display		★	★	★
Ads in monthly newsletter: A La Carte - \$50 per ad (you design) -\$75 per ad (we design) 1 Yr (4 ads)-\$150 (both, same design)		★ (2 free ads)	★ (2 free ads)	★ (4 free ads)
Home page website ad: A La Carte - \$100 per mo (you design) - \$125 1st mo (we design) 3 Months - \$250 (both; single design)		★ A La Carte only	★ A La Carte only	★ A La Carte only
Blog on TAILS website with business contact info (info/blog submitted by business)		★ (2 per year)	★ (2 per year)	★ (one monthly)



Additional Business Member Information

1. We expect all businesses/organizations that are Members to support and adhere to the policies listed on the next page. This is to make sure that we know that the members we are supporting are treating animals with kindness and respect. If the Board finds that you have not followed these policies, your membership will be terminated without option for refund.
2. Non-Profit organizations must prove they are nonprofit by attaching 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 about getting approved.
3. Please give us enough business cards to pass out at events, to put in raffle baskets, etc. (approx. 100-250). Notice will be given when you are almost out of supplies before the next event.
4. Include any flyers or brochures that you would like distributed.
5. Look at sponsorship opportunities regularly; there will be a lot of raffle basket, t-shirt, advertising, etc. opportunities to help get your name out in the community.
6. Include any samples or giveaways you would like for 'goodie bags' to be given out at events.
7. Please come up with a "Members Only" special deal, coupon, BOGO, etc. This is also designed to increase your business; the better the deal, the more traffic you will get, but make sure you will MAKE money, not lose money on your deal, even if used 20 times a day.
8. Please keep your information with us updated. You will be sent an email with misc. information on a regular basis and we don't want you to miss any opportunities to market your business.

Contact us with any questions or comments:

LaRain Saige – Director

P.O. Box 2903 Post Falls, ID 83877-2903

Call/Text: 208-773-8245

TAILSFoundationInc@gmail.com

Facebook.com/TAILSFoundationInc



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

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 as 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 18 should not adopt or purchase an animal on their own, but rather 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; 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; practice TNR (Trap, Neuter, Release) of feral cats; promote the adoption of homeless animals; educate potential guardians on pet selection, the use of microchips and visible ID tags; and provide 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 at all possible, adoption is 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.



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**Business
 Membership
 Application**

Business Name: _____

Contact Name: _____ Title: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Business Phone: _____ Email: _____

Website: _____

Product/Service Category (1st Category is free, each additional category +\$10)

- | | | | | |
|--|--|--|--|---------------------------------------|
| <input type="checkbox"/> Rescue/Non-Profit | <input type="checkbox"/> Veterinarian | <input type="checkbox"/> Pet Sitter | <input type="checkbox"/> Breeder | <input type="checkbox"/> Groomer |
| <input type="checkbox"/> Dog Trainer | <input type="checkbox"/> Pet Resort/Boarding | <input type="checkbox"/> Pet Transport | <input type="checkbox"/> Holistic Health | <input type="checkbox"/> Retail Store |
| <input type="checkbox"/> Pet Photographer | <input type="checkbox"/> Pet Waste Removal | <input type="checkbox"/> Farm & Ranch | <input type="checkbox"/> Wildlife | <input type="checkbox"/> Hospitality |
| <input type="checkbox"/> Residential | <input type="checkbox"/> Service/Therapy | <input type="checkbox"/> Exotic/Reptiles | | |

- Premier - \$250
- Classic - \$100
- Non-Profit - \$50
- FREE

Members Only Discount Offer (for TAILSRewards Card Holders):

Method of Payment:

Cash _____ Check # _____ Credit _____ Amount: \$ _____

Name on Card: _____

Card No: _____ Expiration Date: _____ 3-digit CVC: _____

Signature: _____ Date: _____

I agree to abide by the by-laws of TAILS and join with others for a united effort to promote and develop business for the health and wellness of animals. Any individual, business or organization who disregards TAILS policies/bylaws will be subject to membership termination without membership refund.

Signature: _____ Date: _____