BUSINESS PROPOSAL

ANIMAL SHELTER

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Contents

Organisation: Paw Haven Rescue

History

Paw Haven Rescue started in 2018 as a grassroots effort by a group of veterinary students and animal welfare advocates in Bloemfontein to help with the growing number of stray and abandoned pets in the area. The shelter started off in a donated warehouse and flourished with the help of the community and minor funding. It had grown to incorporate a mobile clinic and a digital platform by 2022. It used basic TPS tools and donation management software to make its operations more efficient.

Mission

To rescue, rehabilitate, and rehome vulnerable animals while promoting responsible pet ownership through education and outreach.

Vision

A compassionate society where every animal is safe, cared for, and valued.

Target audience

- Local families and individuals seeking to adopt pets
- Volunteers and animal welfare advocates
- Donors and sponsors (individuals and small businesses)
- Schools and community groups interested in humane education

Website goals and objectives

Website purpose

The goal is to create a digital platform that displays adoptable animals, manages adoption applications, promotes events, and facilitates donations and sign-ups.

Expected outcomes

- Raised awareness of available pets and shelter operations.
- Increased adoption rates through streamlined online applications.
- Increase donations through connected payments methods and donor campaigns.
- Improved community interaction via blog postings, newsletter, and event calendars.
- Improved branding as a professional, compassionate, and transparent non-profit.

Key performance indicators (KPIs)

KPI	Target Metric
Monthly website traffic	5000+ unique visitors
Online adoption applications	100+ per month
Donation conversion rate	10% of visitors donate
Volunteer sign-ups	50+ new registrations quarterly
Bounce rate	Below 40%
Social media shares from website	200+ shares per month

Anticipated performance review

Strengths

- The design is clean and sympathetic, reflecting the shelter's objective.
- Adoption postings are easy to navigate, with filters for species, age, and area.
- Integrated donation platform with safe payment methods.

Weakness

- Search functionality is limited to people looking for certain breeds or medical histories.
- Slow page load times during heavy traffic (e.g., adoption campaigns).
- Basic analytics dashboard without detailed visitor activity tracking.

Areas of improvement

- Improve hosting and backend speed to lower load times.
- Implement advanced search filters and pet matching algorithms.
- Integrate Google Analytics and heatmaps to gain deeper user insights.
- Add a chatbot or live help service to speed up conversations.
- Improve SEO by creating keyword-rich content and meta-descriptions.

Call to Action

Join the Mission. Change a Life.
Every click brings us closer to a forever home. Explore our adoptable pets, sign up to volunteer, or make a donation that helps us rescue and rehabilitate animals in need.
Visit our website today and become a hero to a furry friend.

Proposed website features and functionality

Webs Pages: Homepage, About Us, Contact Us, Blog/ News, FAQs, Adoptable Pets, Adoption Process, Volunteer Page, Donate Page and Successful Stories.

Functionality: Navigation, Logo Navigation, Video controls.

Design & user experience

Colour scheme: Header: Body: white background, Footer: white background

Typography: Arial, Helvetica, sans-serif;

Layout and design: <html>, <head>, <title>, <style>, <body>, <header>, <main>, <footer>

User experience considerations: Navigation, Logo Navigation, Video controls.

Technical requirements

- HTML
- CSS
- JavaScript

Timeline and milestones

Coding Chronicle: Paw Haven Rescue

- **Homepage** – 2 hours
  I spent most of the time working on the header layout, embedding a logo as well as aligning a background colour that blends well with the logo's colours.

- **About Us** – 1 and a half hours
  I wrote content the captured the organisation's desire.

- **Contact Us** – 45 minutes
  I provided the contact information of the organisation.

- **Blog/ News** – 1 hour
  I built a layout with a space for storytelling, updates emotional impact.

- **FAQs** – 1 hour
  This web page was structured like a conversation-it provided answers for questions, with concern and curiosity.

- **Adoptable Pets** – 2 hours
  This may be the second web page that required me to code a lot because it included, image embedding and video embedding.

- **Adoption Process** – 1 hour
  I provided the information on how to adopt.

- **Volunteer page** – 1 hour
  I provided the information on how to volunteer.

- **Donate page** – 1 hour

  I provided the donation details.

- **Successful Stories** – 1 hour

  I touched on the heartfelt narratives about the animal shelter.

Budget

Service	Flat rate (ZAR)
Strategic Planning & Sitemap	R1,000
Wire framing & UX Design	R1,200
Homepage Development	R2,000
Inner Page Development (10 pages)	R4,000
Branding & Colour Harmony	R800
Content Writing & Optimization	R1,000
Mobile Responsiveness & QA	R1,000

Total estimated cost: R11000

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