Looks great!

Home page: I love the scrolling banner. Maybe put a line on each picture indicating how the organizations are connected, or what the photo is about. Perhaps photos, names and dates of pets that have been rescued, (if those are available.)

Could you put the products in a column on one side of the page, next to the headline and scrolling banner? And a sentence at the top about how purchases support the organization/save animals. Also, an arrow or button to see more. This is a key section of the page that should get immediate attention.

Also, can someone donate without making a purchase?

Store page: The layout is very clear and easy to navigate. As a browser, I would want to to know exactly how my purchase could help the animals. Also, some motivational statement, such as "Support our mission" and/or "save the life of a pet today" to encourage a purchase. Perhaps, something to the effect that the buyer can show the world their support or spread the word with items that display the loving paws logo. Or, use a side bar to highlight events made possible by purchases.

Cart: When a purchase is made, how is it shipped? And how long will it take to receive it? Can I send a purchase as a gift to someone else?

Blog page: It looks good. The photos are eye-catching and gain attention. Could there be capability to search the blog?

About us: Love the photo. This page is great. How exactly do they raise awareness? Where does the money go that they raise via purchases? Perhaps highlight a few events, or provide testimonials from rescue groups praising Loving Paw for its work.

Contact us: This page is good. Very straightforward. Perhaps, add a 'donate' button.