

# PHOENIX ANIMAL RESCUE

## SITUATIONAL ANALYSIS

FOR MEDIA INQUIRIES, PLEASE CONTACT:

Kayla Ellsworth, Director of Public Relations  
(352) 281-0994 |  
[phoenixanimalrescue.org@gmail.com](mailto:phoenixanimalrescue.org@gmail.com)



Feb. 17, 2014

### TARGET PUBLICS

- POTENTIAL DONORS/  
SPONSORS
- ANIMAL-WELFARE  
REPORTERS
- ANYONE LOOKING TO  
FOSTER, VOLUNTEER OR  
ADOPT
- LOCAL MEDIA:  
GAINESVILLE SUN AND  
ALLIGATOR
- AFFILIATES: PETSMART  
AND WEST END ANIMAL  
HOSPITAL



### OUR MISSION

Phoenix Animal Rescue is a nonprofit, no-kill, pet rescue organization dedicated to the rescue and rehabilitation of neglected, abused and abandoned dogs. PAR is committed to being a part of the solution, continuously working with other shelters to eliminate euthanasia due to pet overpopulation. PAR is not only dedicated to the rescue and rehabilitation of dogs, but also educates the public about animals who have commonly been perceived as "bully breeds," such as the pit bull. PAR believes that all animals deserve a happy life that is free from abuse, neglect and suffering.

PAR is a 501(c)(3) tax-deductible animal rescue organization that relies solely on the donations and sponsors of local community members and organizations.

### MISSION STATEMENT

*"The mission of Phoenix Animal Rescue is to rescue, provide sanctuary, and ultimately rehome abandoned, stray and neglected animals from the Levy County, Fla., area."*



# OUR VISION, VALUES AND GOALS

Phoenix Animal Rescue was established in 2003 by Michelle Dunlap to provide sanctuary for abandoned, abused and neglected dogs. Her vision stemmed from hands-on experience working with dogs that suffered from severe physical and emotional trauma.

PAR's focus is not only to RESCUE, REHABILITATE and REHOME, but also diminishes the misconception people may have regarding shelter dogs and/or "bully breeds," such as the pit bull. PAR strives to educate the public about the human's role in the behavior of a dog. PAR believes that shelter dogs are not in the shelter because they are bad dogs; they are in the shelter because humans put them there. Furthermore, PAR believes that there are no bad dogs, just bad owners.

PAR is an advocate for the pit bull breed, committed to changing the perception that certain breeds are bad dogs. PAR encourages kindness and acceptance of all breeds. PAR believes that all animals deserve a happy life, free from abuse, neglect and suffering.

## MAJOR GOALS:

- To spread awareness of pet overpopulation, specifically to educate about the importance of having pets spayed/neutered.
- To increase visibility of the organization; gain more volunteers, sponsors and donors.
- To re-educate the public and correct the common misunderstanding that there is something wrong with rescue dogs.
- To change the perception of "bully breeds," specifically to increase awareness of the human's role in a dog's behavior.

## THE STORY BEHIND OUR NAME



Phoenix Animal Rescue is named after Phoenix, a puppy who was stolen from her backyard and sold to "Bone," a dog fighter in Gainesville, Fla. Phoenix's owner was persistent in searching for her, and she was returned home several months later. After months of substantial neglect and abuse, Phoenix was left withdrawn and anxious. Phoenix's owner hired Michelle Dunlap, who was known for her expertise in rehabilitating abused and neglected dogs. After 18 months of extensive training, Phoenix was awarded her AKC Canine Good Citizen title. Phoenix became a breed ambassador, participating in numerous community events to help increase visibility of the dog-fighting issue. Dunlap, who is also the founder of PAR, honored Phoenix by naming her rescue group Phoenix Animal Rescue. Phoenix has since passed away, but her legacy lives on through the volunteers at

## STRENGTHS:

Partnership with PetSmart Corporation.

Small-size facilitates deeper understanding and better relationship with each pet.

Adoption process - quality over quantity. Ensuring that a home is the best match for the dog and the owner.

Staff is all volunteers, who are passionate and enthusiastic.

Rehabilitation skills and knowledge - Rescue Ranch.

Foster Program.

## WEAKNESSES:

Lack of visibility in the community.

Limited funding, relies on donations and sponsors.

Insufficient website - lack of staff information, contact information and currency.

No home-base of operations.

## SWOT ANALYSIS

## OPPORTUNITIES:

Room for expansion - Rescue Ranch, growth in rehabilitation market.

Adoption events at Rescue Ranch facility.

UF community outreach and education.

Local high school/college student interns and volunteer.

Build more visibility via social media and website.

Joint adoption events or fundraisers with other local groups.

Offer spay/neuter services.

## THREATS:

Public perception of shelter dogs and "bully breeds."

Competition with other local organizations, not because of competing for pets but for donors and sponsors.

Slump in the economy: decrease in donations, sponsors and volunteers; increase in vetcare.

Pet overpopulation.



# Unique Selling Point

The foster program is the benchmark of the PAR organization. All of the animals at Phoenix Animal Rescue are housed in foster homes, where they are provided with the utmost love and affection, as well as any medical attention that may be necessary to ensure they are in good health before finding their forever homes. This foster program facilitates a better understanding and relationship with all of the animals in PAR, allowing the staff to find homes that are the best match for each pet based on individual needs. The animals at Phoenix Animal Rescue are not caged in a kennel or a facility; they live in real homes with real families who teach them how to be a good house pet.

## EXECUTIVE SUMMARY

The current situation of Phoenix Animal Rescue constitutes many challenges. PAR is lacking visibility in the community, making it difficult to compete with other local rescue groups. It has failed to utilize media outlets, such as the organization's website, to generate buzz and gain visibility. PAR needs to create more public outreach and establish a presence in the community.

Furthermore, current attitudes toward shelter dogs and "bully breeds" pose a significant threat to this organization. Many people fear that shelter dogs have been abused and neglected, making pet-owners reluctant to proceed with an adoption. PAR is faced with the challenge of changing this perception. However, in order to have a level of influence over its target audience, it must first generate visibility. Thus, a community outreach/awareness campaign is justified.