










The Business Model Canvas

Designed for: Save an Angel

Designed by:

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Version: 1

<div>Key Partners</div> <div>Receiving Organizations - Places willing to accept the foster animals that were rescued from kill shelters.</div> <div>Sending Organizations - Places who provide animals that need to be transported to receiving organizations</div> <div>Donors - People willing to dnoate money or items to support the cause</div> <div>Volunteers - People willing to give their time to assist in the organization’s day-to-day activities</div>	<div>Key Activities</div> <div>1. Rescue - Place dogs in foster care</div> <div>2. Community Outreach - Provide people with the resources to be responsible pet owners</div> <div>3. Operation Relocation - Rescue pets from kill shelters and transport them north to shelters in high demand</div> <div>Key Resources</div> <div>Transport Van - Used to transport the animals to areas in the north</div> <div>Fundraising Events - Crucial to assist in raising funds and supporting Save an Angel’s cause</div> <div>Data Collection - Collecting data from multiple organizations that need assistance is a key aspect that allows Save an Angel to help as many organizations in need as possible</div>	<div>Value Propositions</div> <div>For Operation Relocation: Save An Angel is an organization whose mission extends from pet rescue, to community involvement, to pet transport. Operation Relocation is currently their greatest focus, yet is not represented on their website. This lack of representation hinders Save An Angel’s ability to spread the word about its new program and get users involved online. How might we improve the visibility of Operation Relocation so that users can easily gather information on and get involved with this program to further the animal rescue mission?</div> <div>For Volunteers/Donors: Save An Angel is a pet rescue organization that requires the help of community giving and involvement to fuel its mission efforts, such as pet rescue, adoption, fostering, fundraising, and transportation. However, the avenues for involvement are not all represented clearly and consistently on the Save An Angel website. How might we redesign Save An Angel’s website to maximize visibility and simplicity of the paths to involvement so that users can quickly gather information and complete their goals with minimal effort and expense, ultimately increasing users’ involvement?</div>	<div>Customer Relationships</div> <div>Establish a relationship with the customer that constantly promotes the good that the organization stands for.</div> <div>Show the donors where their money is being used.</div> <div>Show people they are helping make a difference in the world.</div> <div>Channels</div> <div>Social Media - a key factor in spreading word about the organization, and more importantly, at no cost to the organization</div> <div>Save an Angel Website - A major resource in representing who the organization is, their mission, and how people can get involved</div> <div>Newsletter- Helps get the word out of opportunities to donate or volunteer</div> <div>Fundraising Events - Crucial to assist in raising funds and supporting Save an Angel’s cause</div> <div>Word of Mouth - One of the better ways in the industry to get the word out about the organization’s needs and services</div>	<div>Customer Segments</div> <div>Foster Parents - People will- ing to foster the pets until they find a forever-home.</div> <div>Receiving Organization - Save an Angel provides value by acting as a transportation resource to get the pets to the receiving organizations in need.</div> <div>SendingOrganization - Save an Angel provides value by acting as a transportation resource willing to assist sending organziations in transporting animals where there is a high demand.</div> <div>Pet Adopters - The ultimate goal of finding a person/fami- ly willing to adopt a pet saved by the organization</div>
<div>Cost Structure</div> <div>Major Costs: Transportation of Animals Medical Services for Animals</div>		<div>Revenue Streams</div> <div>Monetary Donations Sponsorships such as Tito’s Vodka Material Goods Donations Volunteers</div>		