



Whisker Kisses Koalition
BUSINESS PLAN
January, 2012
(UPDATED January 2016)

Whisker Kisses Koalition
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CONFIDENTIAL



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I. Executive Summary

Overview

The Whisker Kisses Koalition, is a non-profit organization that provides rescue and on-going care to cats and exotic pets. The Whisker Kisses Koalition has already helped 100's of animals and currently has 30 permanent residents consisting of 7 different species.

Services Offered

The Whisker Kisses Koalition will provide rescue, rehabilitation and safe haven for cats, exotic pets and farm animals that have been abused, abandoned, injured or confiscated, many with medical, physical and behavioral conditions. WKK will provide ongoing behavioral enrichment, veterinary and day to day care as well as educational outreach.

Whisker Kisses Koalition will develop the Kritter Kountry Refuge including a Petting Zoo, using the animals rescued by the Whisker Kisses Koalition; Educational Ampitheatre for animal educational shows, Birthday Parties, and Special Events; Holiday Town, a family and community friendly venue for safely celebrating the major holidays; Rainbow Bridge Community Pet Memorial Walk & Pond; and Art & Gift Shop.

Customer Focus

The Whisker Kisses Koalition will primarily serve the ID Panhandle and Eastern WA areas as well as other locales through a network of professional affiliations.

Management Team

Randall Garrett Herzon will serve as the Executive Director/Director of Animal Care and has been working professionally with animals as a behaviorist, trainer, and licensed Veterinary Technician for 30 years and has worked, volunteered and been associated with numerous non-profits.

Margaret Ann Heim will serve as the Director of Animal Rescue and has 20 years experience in feline and small animal rescue.



Success Factors

The Whisker Kisses Koalition is uniquely qualified to succeed due to the following reasons:

There is a massive need for animal care facilities to provide on-going care for abused, abandoned, injured and confiscated cats and exotic pets. An animal refuge will increase quality of life, decrease stray populations, provide a second chance, and fill a critical gap by providing a permanent safe haven.

- The management team has a track record of success in animal rescue within their own organization as well as with other organizations in which they have been associated.
- Whisker Kisses Koalition is an existing 501 (c) 3 organization, has Federally Registered Trademarks, has preliminary designs & blue prints, has acquired a site location, and performed infrastructure development.
- With the changes to our natural environment and in society in general, there is an ever growing need for family and community friendly venues.
- Organizations throughout the country fully support and believe in our mission.

Capitalization & Start Up Expenses

Whisker Kisses has acquired primary property site and developed infrastructure for **\$340,000**. Whisker Kisses seeks **\$500,000** of additional funding for development, animal enclosure construction, equipment, supplies, and additional property site.

II. Organization Overview

Vision & Mission Statements

Whisker Kisses Koalition 501 (c) 3, envision a time and place where all animals can live carefree, without, persecution, without heartlessness.

To Provide rescue, rehabilitation and safe haven for cats, exotic pets, and farm animals that have been abused, abandoned, injured or confiscated with medical, physical or behavioral conditions, giving a second chance to those which would otherwise not be afforded that opportunity.



History / Objectives / Milestones

Randall Garrett Herzon has worked in the animal care industry for 34 years, has owned his animal care business providing pet care, behavioral and training services, and veterinary nursing care as well as rescued, rehabilitated and released many animals.

Sadly many cats are abused or unwanted while countless others roam the streets risking injury, death and adding to pet overpopulation. Exotic pets become unwanted, abused, released into un-natural habitats or confiscated. Shelters are overloaded and only can take on adoptable animals. Exotic pets and Large Animals have few if any options.

The Whisker Kisses Koalition was founded to fulfill a need and desire to help animals who would otherwise not be afforded a second chance.

Whisker Kisses Koalition is a 100% Model, meaning 100% of all funds raised directly benefit the animals.

The Whisker Kisses Koalition has already helped 100's of animals including rescue, spay and neuter, emergency care, wildlife relocation, and finding pets permanent homes. Currently the Whisker Kisses Koalition has 30 permanent residents consisting of 7 different species.

OBJECTIVES:

- *Develop the Kritter Kountry Refuge.*
- *Kritter Kountry Refuge to include Petting Zoo; Educational Amphitheatre & Show Arena, Holiday Town, Art & Gift Shop; and Rainbow Bridge Community Pet Memorial*
- *Kritter Kountry Refuge to include Cats Crusade, Ferret Frolic, Exotic Escapades & Farm Animal Freedom.*

MILESTONS:

- *Obtained first site location for the Refuge*
- *Established as a 501 (c) 3 non-profit corporation*
- *Obtained Federal Trademarks*
- *Received a Pepsi/Safeway Grants (\$15K)*
- *Received a Pepsi Grant (5K)*
- *Has developed professional affiliations with other animal rescue organizations around the country.*
- *Has developed preliminary designs and blueprints.*
- *Developed Infrastructure.*
- *Established an outstanding Board of Directors and Advisory Board.*
- *Effectively impacted and improved the lives many pets and wildlife.*



III. Services

Whisker Kisses Koalition operates in the Animal Care, Rescue, and Education industry.

Services

Whisker Kisses will develop and create the Kritter Kountry Refuge. The Kritter Kountry Refuge will offer the following:

- **Petting Zoo:** A hands on fun and learning experience for children of all ages. All encounters will be supervised by trained staff. All animals within the Kritter Kountry Refuge will only be animals rescued by the Whisker Kisses Koalition. Animals that were abused, abandoned, injured or confiscated. Many with medical, physical or behavioral conditions. Animals which otherwise would not be afforded a second chance. These animals will have a safe haven and life home. The Petting Zoo will have sections based on animals rescued. Cats Crusade featuring rescued Cats; Ferret Frolic featuring rescued and confiscated Ferrets; Exotic Escapade featuring a variety of rescued exotic pets such as reptiles, amphibians, birds, small mammals; and Farm Animal Freedom featuring ponies, sheep, goats, chickens, turkeys, ducks, etc. Families will the opportunity to touch, feed, interact, and take photos with the animals.
- **Holiday Town:** A new concept in Holiday Fun. In today's new world, families don't have the same opportunities to celebrate and enjoy the holidays safely as did families just years ago. Holiday Town will bring back and rejuvenate the major holidays. Create new traditions for families to enjoy. Throughout the year, Whisker Kisses Park will be decked out in holiday cheer for the entire month of their following corresponding holiday:
 - *Valentines Day:* February - Red decorations and lights, Heart Balloons, Candy Treats, Champagne, Romantic walks and wagon rides around the park and pond serenaded by the animals.
 - *Easter:* March or April - Blue and Pink decorations and lights, Colorful Balloons, Easter Candy, Easter Egg Hunts, A visit with the Easter Bunny, Wagon Rides around the park and visits with the animals.
 - *4th of July:* July - Red, White & Blue decoration and lights, Balloons, Vendor Booths, Music, and Food.
 - *Halloween:* October - Orange & Black decoration and lights, Balloons, Candy, Monster Walk, Hay Rides, Pumpkin Patch
 - *Christmas:* December - Christmas Lights, Holiday Decorations, Gifts for animals, Gifts for children, A visit from Santa Claus, a visit from the Grinch, Holiday Music, Apple Cider and Hot Chocolate, Wagon Sleigh Rides



- **Educational Ampitheatre & Show Arena:** A special arena dedicated to pre-scheduled animal educational shows. Group of 10 or more. Birthdays, Parties, Special Events, Pet Mentor Program.
- **Rainbow Bridge Pet Memorial Park:** A special area incorporating a pond, bridge, step stone memorial walk, and garden. A place not only to memorial and remember the animals of Whisker Kisses but also a place the local communities can memorialize and remember their beloved pets. They can spread the ashes over the Scatter Pond with or without an engraved stone on the pet memorial walk or have their pets ashes buried under an engraved stone on the pet memorial walk.
- **Art & Gift Store:** The Art and Gift Store will showcase the Art and Photography of select local and national artists as well as provide Whisker Kisses T-Shirts, Mugs and other Souvenirs.

IV. Market Statistics

The Whisker Kisses Koalition operates in companion animal and exotic pet rescue.

Market Statistics & Trends

Pet and wildlife facts and statistics:

There are about 5,000 community animal shelters nationwide that are independent; there is no national organization monitoring these shelters. The terms “humane society” and “SPCA” are generic; shelters using those names are not part of the ASPCA or the Humane Society of the United States.

Approximately 5 million to 7 million companion animals enter animal shelters nationwide every year, and approximately 3 million to 4 million are euthanized (70 percent of which are cats). Seven out of ten cats in shelters are destroyed simply because there is no one to adopt them. Shelter intakes are about evenly divided between those animals relinquished by owners and those picked up by animal control. These are national estimates; the percentage of euthanasia may vary from state to state.

According to the National Council on Pet Population Study and Policy (NCPSP), less than 2 percent are returned to their owners. Most of these were identified with tags, tattoos or microchips. Only 10 percent of the animals received by shelters have been spayed or neutered.

85 million cats are owned in the United States. According to the National Council on Pet Population Study and Policy (NCPSP), about 65 percent of pet owners acquire their pets free or at low cost. The majority of pets are obtained from acquaintances and family members. 10 to 20 percent of cats are adopted from shelters and rescues, and 2 to 10 percent are purchased from pet shops. At least 20 percent of cats are acquired as strays.



Many strays are lost pets who were not kept properly indoors or provided with identification.

The cost of spaying and neutering is less than the cost of raising kittens for one year. The average cost of basic food, supplies, medical care and training for a cat is \$700 to \$875 annually.

Ferrets are legal in 48 states and nine of these states estimated or listed totals ranging from 150 to over 20,000. In California and Hawaii, Ferret importation and possession for pet keeping or breeding are illegal, as no permits are issued. While Hawaii states there are zero reported ferrets it is estimated that the numbers of owned ferrets in California exceed the estimates of the nine reporting states. Since ferrets remain illegal in California, many ferrets are confiscated by the Department of Fish and Game or surrendered by owner for fear of being caught. These ferrets are either transported out of state or euthanized.

Throughout the country people will purchase exotic animals just because they can without fully understanding the type of commitment required. Most often, people become aware that the animal does not make a good pet and are unable to provide the necessary care. This generally results in 3 possible outcomes: 1) The exotic pet is relinquished to a shelter, 2) Confiscated by state officials or 3) abandoned or turned loose outside where they will rarely survive long, or have a detrimental effect on the local ecosystem if they do. Most often these animals are euthanized because an acceptable home or location cannot be found. The lucky few will end up in a rescue specifically for abandoned or unwanted exotic animals.

Unfortunately many Large Animals including horses, llamas, camels, sheep, goats and fowl out live their "usefulness" to humans, have no place to go and are either treated inhumanly or euthanized primarily because there are few facilities that can take them.

Based on similar statistical reasoning, there are thousands of at-risk cats, ferrets, exotic animals and large animals and the number is growing each year. Most facilities are shelters and temporary rescues and cannot provide permanent housing.



V. Customer Analysis

Animal Demographics

The Whisker Kisses Koalition will primarily serve Northern Idaho & Eastern Washington as other locales through professional affiliations as arranged.

We primarily will target the following four segments:

1. Stray, Feral & Abandoned Cats and Kittens.
 - a. Seven out of ten cats in shelters are destroyed simply because there is no one to adopt them.
 - b. Eventually the majority of stray, feral and abandoned cats fall victim to predators, cars or disease.
 - c. Most cat adoption agencies or shelters even no-kill rescues will only take in “adoptable” animals, leaving those deemed “un-adoptable” due to medical or behavioral reasons with no place to go.
2. Relinquished and Confiscated Ferrets.
 - a. It is estimated that the numbers of owned ferrets in California exceed the estimates of the nine reporting states. Since ferrets remain illegal in California, many ferrets are confiscated by the Department of Fish and Game or surrendered by owner for fear of being caught.
 - b. These ferrets are either transported out of state or euthanized.
3. Relinquished or Confiscated Exotic Pets
 - a. People will purchase exotic animals as pets just because they can without fully understanding the type of commitment required.
 - b. Most often these animals are euthanized because an acceptable home or location cannot be found.
 - c. If abandoned or released, they can have detrimental effects on local communities, habitats, and wildlife.
4. Large Animals
 - a. Animals exceed rescue resources and most can't provide permanent homes.
 - b. Local animals will be provided a permanent home. Will work like minded organizations for out of the area animals needing a permanent home.



Whisker Kisses Park Customer Demographics:

1) Families:

- Age: 3-75
- Gender: Male or Female
- Location: Pacific Northwest (No. Calif, Oregon, Washington, Idaho)
- Income Level: > \$15000 annually
- Social Class and Occupation: Lower Middle Class and Above, Any Occupation
- Interests: Animals, Environment, Pet Owner, Holiday Celebration, Personal Events

2) Schools:

- Age: 7-18
- Gender: Male or Female
- Location: Pacific Northwest (No. Calif, Oregon, Washington, Idaho)
- Type: Public or Private - Kindergarden thru High School

3) Businesses:

- Gender: Male or Female
- Location: Pacific Northwest (No. Calif, Oregon, Washington, Idaho)
- Type: Any
- Interests: Special Events



VI. Competitive Analysis

Direct & Indirect Competitors

The following is a list of organizations that provide related services in Northern Idaho and Eastern Washington.

Petting Zoo's:

- 1) Cute As A Bug Mobile Petting Zoo, Coeur D'Alene, 208-755-2621; jc@cuteasabug.net
- 2) Babby Farms – Non-Profit, Caldwell, 208-455-4487; babbyfarms@aol.com

Competitive Advantage/Differentiation

Babby Farms is more a small zoo than a petting zoo and serves Southern ID. 10 hours away and too far to benefit the Idaho Panhandle and surrounding WA areas. Cute As A Bug is only a Mobile Petting Zoo. Not available to public at large but only as reserved events. Whisker Kisses Park is truly unique combining an Animal Rescue Refuge with a family friendly community that the others don't offer and is easily accessible to all of Northern ID and Eastern WA.

Animal Rescues:

- Pampered Parrots Avian Rescue – Spokane, WA (Birds Only)
- Partners for Pets – Spokane, WA
- Spokane Humane Society – Spokane, WA
- SpokAnimal C.A.R.E. – Spokane, WA
- Panhandle Animal Shelter – Ponderay, ID
- Kootenai Humane Society - Hayden, ID
- Priest River Animal Rescue – Priest River, ID
- Second Chance Pet Rescue - Coeur D'Alene, ID

Competitive Advantage/Differentiation

All but one of the above rescues serve only dogs and/or cats. There are no rescues for ferrets, exotic pets or large animals. Sadly there are nowhere near enough. Unfortunately none of the shelters can provide permanent homes most focus on the canine species, and in many those that aren't adoptable are euthanized. None provide a community venue for education and interaction.

Niche

Whisker Kisses has a niche all its' own. It offers a variety of family and community friendly activities all in one venue while also providing a life home safe haven for the rescued animals of the Whisker Kisses Koalition.



VII. Marketing Plan

Promotions Strategy

The Whisker Kisses Koalition will promote itself by building alliances with like-minded organizations, reach out to individuals, business and corporations and to touch ever expanding communities in order to establish our niche and to reach potential donors. The Organization's promotions strategy includes:

Professional Networking

The Whisker Kisses Koalition has and will continue to build relationships and alliances with like-minded organizations. We have already developed professional alliances with multiple organizations across the country including:

- Companion Animal Foundation - Eureka, CA
- Sequoia Humane Society - Eureka, CA
- Guardian Angels - Elgin, IL
- Mid Hudson Animal Aid - Hudson Valley, NY
- Catty Shack - Jacksonville, FL

Public Relations

The use of local area newspapers and social media to reach out to the community will be used to update unique scenarios, rescues, educational outreach, special events and fundraising.

Ongoing Communications

The Whisker Kisses Koalition maintains a website updating events, accomplishments, fundraising and more.

Location

The Whisker Kisses Koalition Refuge and Park will be located on 10 acres on HWY 41 in Old Town, Idaho, providing high visibility with easy access to all local communities ranging from Coer D Alene to Bonner's Ferry, Id and Spokane To Colville, WA.



VIII. Operations Plan

Functional Roles

In order to execute on Whisker Kisses Koalition's business model, the Organization needs to perform many functions including the following:

Executive Functions

- General management of the organization.
- Meeting with key constituents including local government officials and community members.
- Establish internship & volunteers program.
- Maintaining the vision of the organization.

Administrative Functions

- General & Administrative functions such as bookkeeping, banking, etc.
- Tactical functions such as legal, marketing, etc.
- Fundraising including Grants, Endowments, Benefactors and Donations.
- Supply and Material donations.

Service Functions

- Providing on-going day to day animal care and husbandry.
- Providing needed veterinary and emergency care.
- Providing behavioral enrichment.
- Maintenance and general care of facility and grounds.

Special Functions

- Educational Outreach



IX. Management Team

Management Team Members

Randall Garrett Herzon will serve as the Executive Director/Refuge Manager for the Whisker Kisses Koalition.

Randall Garrett Herzon has spent 30 years working with wild, exotic and domestic animals as a trainer for motion pictures and television, and as a certified Registered Veterinary Technician in California and Oregon. His field work has included marine mammal, wild animal and domestic animal rescue and rehabilitation. As a certified animal behaviorist and nutritional advisor, Randall has presented his Pet Seminar Series on diet & nutrition, health care and behavior & training throughout California, as well as one on one phone/email consultations nationwide. He also expresses his passion for animals and nature in his writing, animal/nature photography, and wildlife art. His poetry has won several awards and have been published in poetry anthologies.

Credentials

I. Degrees & Certificates

- Associate in Science - Pierce College
- Bachelor's of Science - Humboldt State University
- Certificate - Animal Health Technology - Pierce College
- Certificate of Recognition - Pierce College
- Associate of Science - Moorpark College
- Certificate of Achievement - Exotic Animal Care & Handling - Moorpark College

II. Licenses

- State of California Animal Health Technician Certificate
- State of Oregon Veterinary Technician Certificate
- Registered Veterinary Technician License #4173

Margaret Ann Heim will serve as the Director of Animal Care for the Whisker Kisses Koalition. Margaret Ann Heim has spent the better part of 20 years rescuing and rehabbing cats and kittens and assisted in the care of a variety of other species. She is a licensed Certified Nursing Assistant (CNA) in California and has provided on-going care for many people including Alzheimer's patients. Her nursing skills have been readily used not only in the care for her human clients, but have been a huge benefit in the daily and emergency care of the many animal rescues.



Professional & Advisory Support

Board of Directors:

- Randall Garrett Herzon - Founder, Executive Director, Director of Animal Care
- Margaret Ann Heim - Director of Animal Rescue
- Sandy Thompson - Board Member; Real Estate Agent
- Michele Fell - Board Member; Cal Trans Supervisor-Retired

Advisory Board:

- Breeann Flores - DVM - Broadway Animal Hospital
- Michael G. T. Fukushima - Fisheries Biologist - National Marine Fisheries Service
- Andrew Grossman - Reptile Rescue, Owner- Pets At Sunset
- Jane Higley - Wildlife Artist
- Jerry Howard-Psittacine Rescue & Rehabilitation
- Kim Kyle-Catty Shack Ranch Wildlife Sanctuary
- Derryl Merriam- Motion Picture/TV Lighting Director
- Leonora Schildkraut - Art Advocate
- Kevin Silver-DVM - Ferndale/Fortuna Veterinary
- Sandy Thompson - Agent, Century 21 Riverstone

Staffing

- Family Owned & Operated.
- Establish Volunteer Intern Program & Train Interns for animal care and other services.
- Hire Interns as Paid Staff as needed.



X. Revenue

Revenue

Whisker Kisses Koalition's "revenues" would come from the Kritter Kountry Refuge fees, Rainbow Bridge Pet Memorial, Educational Shows, Art & Gift Store, Product Line, On-Site Donations, Grants and the solicitation of donations from individuals and corporations.

XI. Capitalization & Sponsorships

Capital Requirements and Sponsorship Use of Funds

Whisker Kisses is seeking Sponsorship Funding totaling **\$500,000**.

- Land Purchase & Site Development: (*Acquired*) \$340,000
 - Randall G Herzon, Personal Finances
- Animal Habitat/Enclosure Construction - Total: \$115,000
 - Each Animal Habitat Permanently Dedicated to Sponsor
 - Cat Indoor/Outdoor Catarium: \$25,000
 - Cat Cabins - \$15,000
 - Aviary - \$15,000
 - Ferret House: \$15,000
 - Reptile House: \$15,000
 - Exotic House: \$15,000
 - Farm Animal Enclosures: \$15,000
- Educational Amphitheatre: \$20,000
 - Dedicated to Sponsor
- Animal Treatment Center, Veterinary Equipment & Supplies - \$40,000
 - Dedicated To Sponsor
- Pet Memorial Pond & Walk: \$30,000
 - Dedicated To Sponsor
- Animal Transport Van & Utility Vehicles: \$40,000
 - Dedicated To Sponsor w/Vehicle Graphics
- Art & Gift Store: \$30,000
 - Dedicated to Sponsor
- Equipment & Storage Barn: \$10,000
 - Dedicated to Sponsor
- Additional 10 Acre Property Site: \$215,000
 - Dedicated to Sponsor



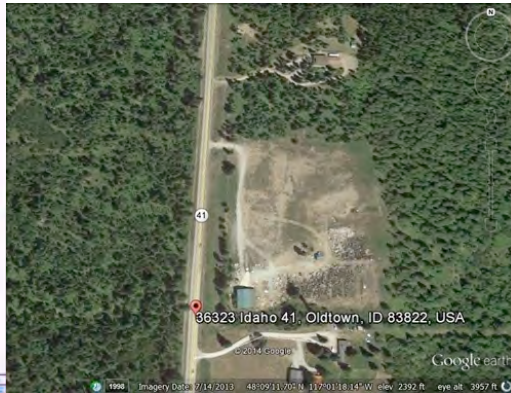
XII. Appendices

Design Plans & Documents

Preliminary Design Plans



Existing & Planned Property Locations



Whisker Kisses Brochure & Business Cards



WKK Trademark

WKK WA Non-Profit

KK Trademark



WHISKER KISSES KOALITION

Reg. No. 4,387,436
 Registered June 25, 2013
 Int. Cl.: 43
 SERVICE MARK
 PRINCIPAL REGISTER

KEVIN DONALD GARBETT UNITED STATES INDIVIDUAL
 1074 N STREET
 IDAHO FALLS, IDAHO 83401

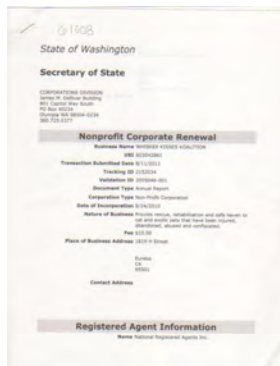
FOR ANIMAL RESCUE SERVICES, NAMES, REGARDING FOR ANIMALS, IN CLASS 43 OF U.S. CLASS 43.

FIRST USE 04-2010 IN COMMERCIAL SALES

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "KOALITION", APART FROM THE MARK AS SHOWN.

SEE NO. 43-145748, FILED 04-04-2013
 LARRY KATZMAN, EXAMINING ATTORNEY



KRITTER KOUNTRY

Reg. No. 4,155,232
 Registered June 5, 2012
 Int. Cl.: 45
 SERVICE MARK
 PRINCIPAL REGISTER

KEVIN DONALD GARBETT UNITED STATES INDIVIDUAL
 1074 N STREET
 IDAHO FALLS, IDAHO 83401

FOR PET SITTING IN CLASS 45 OF U.S. CLASS 45 AND 46.

FIRST USE 04-2009 IN COMMERCIAL SALES

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "KRITTER", APART FROM THE MARK AS SHOWN.

SEE NO. 43-145748, FILED 04-04-2013
 KEVIN DONALD GARBETT, EXAMINING ATTORNEY



David J. Kappas



Sample Photos





