



**Growing Possibilities,  
One Child at a Time**

**112 East Center Street  
Berea, OH 44017**



**216.586.5853**



**[www.wags4kids.org](http://www.wags4kids.org)**

# Our Mission...

Founded in 2004, Working Animals Giving Service for Kids (W.A.G.S. 4 Kids) is dedicated to providing mobility and autism service dogs for children throughout Northeast and Central Ohio utilizing an award-winning Ohio Department of Rehabilitation and Correction (ODRC) accredited Service Dog Training Program.



W.A.G.S. 4 Kids is driven by the belief in early intervention and is dedicated to working with a family and child as early as there is a need and interest. Since our first placement in 2005, we have placed over 80 Service Dogs. As the only 501(c)(3) organization in Ohio that exclusively provides service dogs for children up to the age of 18, we provide niche services to families with nowhere else to go in seeking an animal that is custom-suited to their child's needs. Our focus on training our dogs to best assist each individual child's needs ensures an immediate impact on their quality of life.

In 2007, W.A.G.S. began its partnership with the ODRC in our award-winning accredited apprenticeship Service Dog Training Program. Today the program is housed in two different facilities in Ohio – Grafton Correctional Institution and Mansfield Correctional Institution. With this program, the men that become inmate trainers are guided by the professional training staff of W.A.G.S. 4 Kids. Those men work hard to change their own lives, prepare to re-enter society and learn what it means to make the dreams of children possible. We are the only program in the nation to provide concierge training and transitioning services. Our 360-degree skills training supports our belief in “Growing Possibilities, One Child at a Time.”



## Events

### HOSTED

The Mac 'n' Cheese Throwdown  
The W.A.G.S. Wonder Run  
W.A.G.S.inCLE Night Out Annual Gala  
Jazzy's Holiday Health Fund  
Kids Who Can! Youth Empowerment Program

### CO-HOSTED/PARTNERED

Barley House Golf Outing  
Harry Buffalo Painesville Golf Outing  
North Royalton Pet Carnival  
92.3 The Fan 6th 'N Barley Tailgate  
Cleveland Scene's Taste of Summer  
Sheffield Days Poker Run

### PRESENTED TO

Cuyahoga County Board of Developmental Disabilities; The AJ Federal Building, Department of Defense; Cleveland State University Nursing Program; NASA Glenn Research Center; Ohio Worker's Compensation; Veteran's Affairs Council; USPS; Army Recruiting; Local Quota International Chapters; Women of Fairmount Temple; Local Kiwanis Chapters; and more.

# Stats & Figures...

From January 2018-October, 2020

## Social Media Impressions

**648,523+**

Across Facebook, Instagram, Twitter and YouTube

## Online & Print Impressions

**850,505+**

Across publications including Cleveland.com/The Plain Dealer, Sun News, The News-Herald, Mimi Vanderhaven, Scene Magazine, Cleveland Magazine, WISH Cleveland and more

## Outdoor Advertising Impressions

**590,578+**

For the 2020 Mac 'n' Cheese Throwdown Billboards by Lamar Advertising

## Direct Mail & Email Circulation

**222,650+**

Including W.A.G.S. 4 Kids lists, Scene Magazine eBlasts and YELP! eBlasts

## Radio Minutes

**337.00+**

Including ESPN Cleveland, iHeart Cleveland, and CBS Radio Stations

## TV Minutes

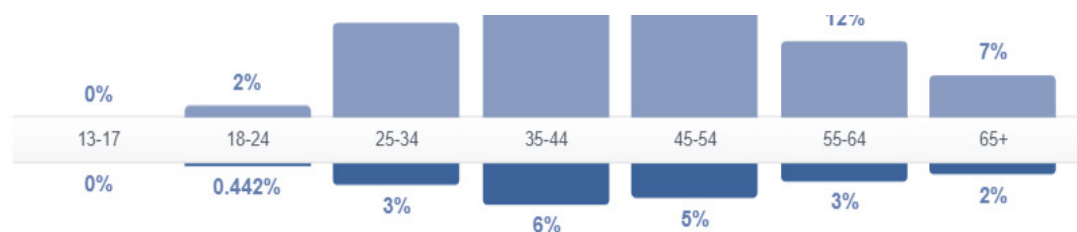
**53.25+**

Across stations including Fox 8, ABC 6, Cleveland 19, News Channel 5, WKYC and more

■ 79%  
Your Fans

Men

■ 20%  
Your Fans



# Social Media Breakdown...

From January 2018-October, 2020

## Facebook

**3,256 Followers**

Facebook.com/Wags4Kids, 3,171 page likes, created in March 2010

## Instagram

**835 Followers**

Instagram.com/Wags4Kids, created in April 2015

## LinkedIn

**249 Followers**

LinkedIn.com/company/working-animals-giving-service-for-kids,  
created in 2013

## Twitter

**254 Followers**

Twitter.com/Wags4Kids, created in September 2010

## Mailchimp

**6,775 Subscribers**

Subscribe to our eBlast mailing list, across 6 subscriber lists  
at [www.Wags4Kids.org](http://www.Wags4Kids.org)

# W.A.G.S. 4 Kids Events...



## MAC N CHEESE THROWDOWN

Presented by SMART

**Tentative Date: May 15, 2021**

**Location To Be Determined**

**[www.maccheesethrowdown.com](http://www.maccheesethrowdown.com)**

Next year, The Mac 'n' Cheese Throwdown is being converted into a drive-in/drive through event in order to keep our attendees safe while practicing proper COVID-19 precautions.

The Mac 'n' Cheese Throwdown is a MAC-TASTIC community food festival attended by almost 3,000 people regionally and reaching over 1,000,000 people through multiple media sources and markets. In a word, it's yummy, and definitely something you will want to sink your paws into.

This is a marketing opportunity to increase brand awareness among Generation Y while showing support for W.A.G.S. 4 Kids' programs and children at the cheesiest event in Cleveland.

### **2020 Event Statistics**

**Attendance: 1,500 - 2,000**

**350,000+** People Reached by  
Facebook Event Page

**91,953+** People Reached by  
Email Campaign

**73.9%** Women  
**25.8%** Male

**Audience Age Breakdown:**

**18-24:** 2.5%

**25-34:** 53.7%

**35-44:** 20.8%

**45-54:** 8.1%

**55-64:** 7.5%

**65+:** 3.8%

# W.A.G.S. 4 Kids Events...



**AUGUST 7, 2021**

**COE LAKE PARK/VIRTUAL EVENT**

**[WWW.WAGS4KIDS.ORG/WONDER-RUN-5K](http://WWW.WAGS4KIDS.ORG/WONDER-RUN-5K)**

Calling all superheroes! The W.A.G.S. Wonder Run 5K + 1 Mile Walk and Roll is our family-friendly celebration of inclusion where we invite runners and walkers, no matter their skill level, to join us in being superheroes for a day. This event is open to all, whether you are a competitive runner, everyday runner or walker! Presented by Nature Stone to promote health and give visibility to W.A.G.S. 4 Kids and the incredible abilities of children living with challenges in their everyday lives. 100% of funds raised supports W.A.G.S. 4 Kids training programs & youth services. A virtual 5K option will also be offered, which allows our community to participate in this event in a safe setting of their choosing!

This is a marketing opportunity to increase brand awareness, showing support for all ages and abilities. This event targets a wide audience of athletes or non-athletes, children, adults and dog lovers throughout Northeast Ohio.

## **2020 Virtual Event Statistics**

**Attendance: 150-200**

**9,600+** People Reached by  
Facebook Event Page

**93,850+** People Reached by  
Email Campaign

**72.7%** Women  
**26%** Male

Audience Age Breakdown:

**18-24:** 3.9%

**25-34:** 23%

**35-44:** 37.5%

**45-54:** 16.4%

**55-64:** 10.5%

**65+:** 8.6%

# W.A.G.S. 4 Kids Events...

## W.A.G.S.INCLE NIGHT OUT

October 22, 2021

Virtual Event

[www.wags4kids.org/wagsincle](http://www.wags4kids.org/wagsincle)



W.A.G.S.INCLE anchors our event calendar and is attended by upwards of 200 philanthropic influencers and community partners. This event is, like us, is a celebration of everything local. We come together to celebrate the individuals and the moments that have become permanent marks on our history.

W.A.G.S.INCLE Night Out is a fun, entertaining and engaging networking event that puts your business in the mix with our biggest contributors and community partners, as well as potential new clients to your business.

### 2020 Virtual Event Statistics

**Attendance: 150-200**

Stream This Year's Event: <https://youtu.be/K2x3AoqCKiY>

**2,300** People Reached by  
Facebook Event Page

**400+** People Reached by  
Direct Mail

**1,123+** People Reached by  
Email Campaign

**44.9%** Women  
**55.1%** Men

Audience Age Breakdown:

**18-24:** 1.4%

**25-34:** 31%

**35-44:** 29.3%

**45-54:** 15.8%

**55-64:** 13.1%

**65+:** 9.5%



# W.A.G.S. 4 Kids Programs...

## Kids Who Can!

### Youth Empowerment Program



*Strongsville Middle School students get to meet W.A.G.S. puppy Myles, named after their classmate Ava's brother and one of W.A.G.S. 4 Kids' first child partners.*

As part of our mission at W.A.G.S. 4 Kids, we maintain a strong commitment to and belief in the ability of children who are able to help those less fortunate. We are proud to announce our "Kids Who Can!" program, designed specifically to empower individual students and youth groups to engage whatever individual gifts and talents they may have, all to benefit to local children who are challenged in their everyday lives.

## Kids Who Can! Projects

**Friends Rescue Friends** - Ava Marguerite Moore, Miss Montgomery County 2020, uses her organization, Friends Rescue Friends, to host fundraisers for W.A.G.S. 4 Kids, including a virtual pet pageant

**Strongsville Middle School** - The kids at Strongsville Middle School raised \$9,500 during their Mustang Roundup field day in honor of a classmate's brother and W.A.G.S. 4 Kids child, Myles Ketterer

**Galaxy Amethyst Cosplay** - Galaxy Amethyst sold her cosplay prints at Cleveland ComiCon

**Absolutely Allie** - Allie hosted a dog walk and dance marathon for her Bat Mitzvah project

**David's Big Idea Against Autism** - David, who has autism & is legally blind, spoke to his school's PTA and hosted a dress up week engaging over 3,000 classmates to teach the lesson of inclusion and to raise money and awareness for autism

**4H Programs** - The kids of the Lake County 4H program raised \$9,000 in 25 minutes at the Lake County Fair in honor of daughter, sister and friend Susie Mettler

**Boy Scouts of America** - In our partnership with the Northeast Ohio Chapter of the Boy Scouts of America, Scouts are given the opportunity to earn their Eagle rank by conducting a Kids Who Can! project

**& More!**

As an exclusive partner of our Kids Who Can! Youth Empowerment Program, your company can sponsor the Kids Who Can! programs related to your business and mission. Please visit <http://www.wags4kids.org/kids-who-can-youth-program>.



# Become A Partner...

**We invite your company to partner with us and support our mission.**

Partnering with W.A.G.S. 4 Kids empowers families in our local communities struggling with the challenges of disabilities. In return, we provide our partners with a wealth of benefits.

We work closely with sponsors to:

- Reach target demographics
- Integrate sponsor offerings
- Achieve marketing objectives
- Draw the attention of influential industry figures
- Provide opportunities to reach tens-of-thousands of general consumers
- Offer tax deductions
- Have a positive effect on company morale



**Why should you Partner with W.A.G.S. 4 Kids?**

 <p><b>BUILD TRUST</b></p> <p><i>GuideStar, the world's largest source of information on nonprofit organizations, has given W.A.G.S. 4 Kids a Gold Rating.</i></p>	 <p><b>ENGAGE CUSTOMERS</b></p> <p><i>80% of consumers would buy a product from a brand with stronger social commitments.</i></p>	 <p><b>INSPIRE EMPLOYEES</b></p> <p><i>Enhance your workplace by inviting employees to join the cause.</i></p>
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**Whether you are a small family business or a Fortune 500 company, there are multiple ways your organization can make a true impact in the lives of children in need of a mobility service or autism service dog. From traditional cause-marketing campaigns to customer giving to company foundation gifts, W.A.G.S. 4 Kids is here to help connect your organization with kids in need!**

# Other Ways To Give...

## Honor Them With A Life Changing Gift

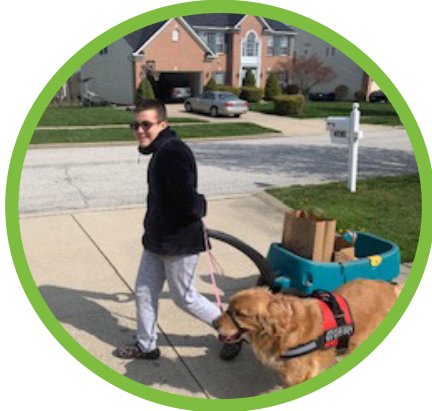
*Whether at school, at work or at play, you can support the life changing programs of W.A.G.S. 4 Kids!*



You may give your time and share your talents as a volunteer, or you may choose to make an in-kind or financial gift. If you are interested in making a monetary donation to W.A.G.S. 4 Kids, please consider one of these options. Know that our team is ready to explain any of these options in greater detail as well as to assist you at every step of the process. If you have any questions, please contact us at [info@wags4kids.com](mailto:info@wags4kids.com).

### Sponsor a Child

Join us in doing something purely good ... something you can be proud of ... something that makes an impact. Join us in helping local children with disabilities and change a life by sponsoring a child's fundraising.



### Fundraise With Us

Get creative and work with us to create your own fundraising opportunity!

### Other Ways To Give

Find a way to continuously support W.A.G.S. 4 Kids. Ask us about:

- Legacy Giving
- Memorials and Dedications
- Naming Opportunities
- Become An Annual Partner
- Recurring Donorship
- Merchandising

