



4 kids

Growing Possibilities, *One Child at a Time*

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

216.586.5853

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 and 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. 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

CLE's Singles Only NYE Party

Kids Who Can! Youth Empowerment Program

CO-HOSTED/PARTNERED

Scene Magazine's Taste of Summer

Sheffield Days Poker Run

Barley House Golf Outing

Harry Buffalo Painesville Golf Outing

North Royalton Pet Carnival

92.3 The Fan 6th 'n' Barley Tailgate

The Browns Bunch Dawgs for the Dogs Tailgate

Presentations 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; Local Kiwanis Chapters; and more.

Stats & Figures...

For 2019 Calendar Year

Social Media Impressions

483,245+

Across Facebook, Instagram, Twitter and YouTube

Online & Print Impressions

910,312+

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

Outdoor Advertising Impressions

568,968

For the 2019 Mac 'n' Cheese Throwdown Billboards by Lamar Advertising

Direct Mail & Email Circulation

230,400+

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

Radio Minutes

169.00+

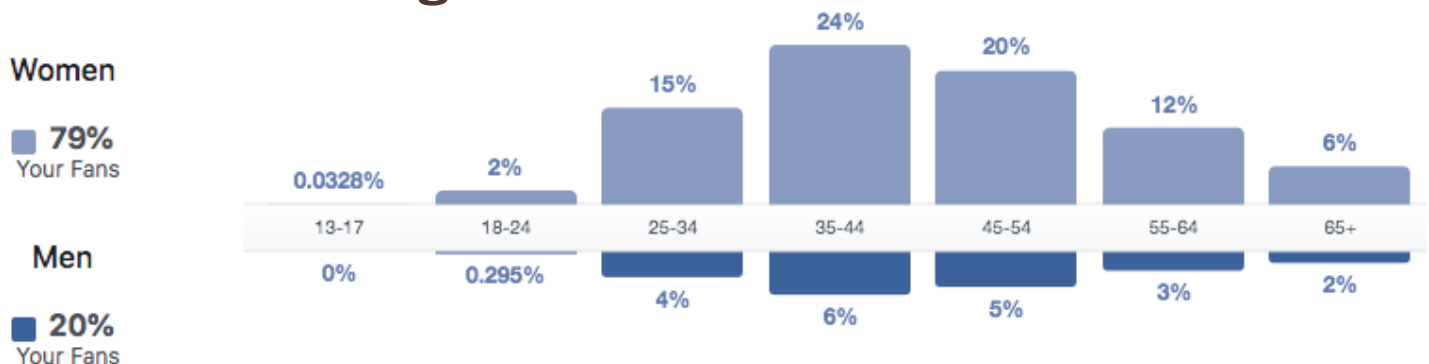
Across stations including ESPN Cleveland, iHeart Cleveland, and CBS Radio Stations

TV Minutes

65.00+

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

Age & Gender Breakdown



Social Media Breakdown...

As of Jan. 1, 2020

Facebook

Facebook.com/Wags4Kids
Created in March 2010

3,002 Followers

3,003 page likes

Instagram

Instagram.com/Wags4Kids
Created in April 2015

734 Followers

YouTube

Youtube.com/WagsforKids
Created in March 2014

407 Subscribers

Twitter

Twitter.com/Wags4Kids
Created in September 2010

247 Followers

LinkedIn

Linkedin.com/company/working-animals-giving-service-for-kids
Created in 2013

238 Followers

Mailchimp

Subscribe to our eBlast mailing list
at www.Wags4Kids.org

5,763 Subscribers

Across 7 subscriber lists

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



February 27, 2021

Cleveland Public Auditorium

www.macncheesethrowdown.com

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: 2,000-2,500

6,371 Unique Visitors
to macncheesethrowdown.com

63% Women
37% Men

77.0% Mobile Access to Website
23.0% Desktop Access to Website

413,000+ Average People Reached
by Facebook Event Page

65% of Attendees Rated the event
"Very enjoyable - would attend again"

Age Breakdown:
13-17: 0.0629%
18-24: 4.76%
25-34: 32.00%
35-44: 27.40%
45-54: 18.81%
55-64: 10.97%
65+: 5.99%

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

**W.A.G.S.
W^{PAW}NDER
RUN 5K**



AUGUST 1, 2020

COE LAKE PARK

**VIRTUAL OPTION
AVAILABLE!**

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 inviting runners and walkers no matter their skill level to join us in being superheroes for a day in the heart of downtown Berea – where it all began. Leashed dogs are not just welcome, they're encouraged!

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.

2019 EVENT STATISTICS

Attendance: **150-200**

3,636+ People Reached
by Facebook Event Page

Age Breakdown:

62.55% of Attendees Rated the event
"Very enjoyable – would attend again"

59% Women
41% Men

Under 18: 20%
18-29: 18%
30-39: 24%
40-49: 25%
50-64: 9%
65+: 4%

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

W.A.G.S.INCLE Night Out

October 23, 2020

Ariel International Center

www.wags4kids.org/wagsincle

W.A.G.S.INCLE anchors our event calendar and is attended by 200 philanthropic influencers and community partners. This event is, like us, a celebration of everything local. We come together to celebrate the ones and the moments we will never forget 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.

2019 Event Statistics

Attendance: **150-200**

450+ People Reached
by Direct Mail

1,110+ People Reached
by Email Campaign

52.77% Women
47.22% Men

Age Breakdown:

Under 18: 0%
18-29: 6%
30-39: 28%
40-49: 30%
50-64: 27%
65+: 9%

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 not as fortunate as themselves. 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, in benefit to local children challenged in their everyday lives.

Kids Who Can! Projects

Dentzler Elementary Change for Change - Students at Dentzler Elementary School raised \$1,250 during their "Change for Change" penny war fundraiser

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! fundraisers related to your business and mission.

In Their Words ...



"I've thought long and hard about what I want to say. Truth is, I have no words. Sitting here with tears in my eyes. So very grateful for each and every person who helped make this day become a reality.

Yesterday was a day we've been waiting for for over a year and a half. Yesterday we brought home Aubrey's service dog. The joy and excitement on Aubrey's face as she watched the trainers at Grafton Correctional Facility show us all the commands her dog knows. The laughter and smiles she so freely shared while we were there, in a room full of strangers and other big dogs, was something we don't see often AT ALL.

Yesterday, Aubrey would not walk. Not to the car as we were headed down there. Not into the facility. Not beyond security. She wanted to be held. In the protection of Rich and I. Until it was time to bring her dog home. Then she lit up the room with her smile, grabbed the leash and was ready to go. Last night at Mitchell's baseball game she didn't ask to be held at all. Wanted to hold and walk with her dog. Again when we went to dinner after the game, in and out of the restaurant she proudly walked and held onto her dogs leash. Magic is already happening. We already have an increase in confidence and independence, two of our big goals in going this route for her. At bedtime Aubrey was so excited that her dog would be sleeping in her room, and at 4:30 this morning when Aubrey started fussing I went in to find her cuddled up with her dog in the kennel. Though this is very new to all of us and we are trying to figure out how this will work best for Aubrey, and navigating an older brother who wants to help but shouldn't be, we could not be any more happy with how our first 24 hours have gone.

From the depths of our hearts, thank you. THANKYOU to each of you who shared our original post all those months ago. THANKYOU to all of you who donated. THANKYOU to every one of you who sent us words of encouragement, prayers and supported us on this journey to giving Aubrey the best we possibly can. THANKYOU to WAGS 4 Kids, Wendy Crann, Sera Nelson, Josh and Lisa and the trainers at GCI. Without every single one of you, this day would never be possible.

YOU all made this possible for Aubrey. YOU made this miracle happen. YOU gave her this independence and confidence. Without YOU, Aubrey would not have her sidekick and be ready to tackle the world. We are forever and ever indebted to each of you who helped get us here!"

- Michelle, mom of Aubrey

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?



BUILD TRUST

GuideStar, the world's largest source of information on nonprofit organizations, has given W.A.G.S. 4 Kids a Gold Rating.



ENGAGE CUSTOMERS

80% of consumers would buy a product from a brand with stronger social commitments.



INSPIRE EMPLOYEES

Enhance your workplace by inviting employees to join the cause.

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.