

BUSINESS PLAN SUMMARY

Racing Dog Rescue Project (RDRP)

January 1, 2009

Racing Dog Rescue Project (RDRP), is a 501(c)(3), not for profit corporation with 15 years experience, dedicated to finding responsible adoptive homes for retired and rescued greyhounds. RDRP is at the forefront of a major fundraising effort that will enable it to aid many more lives, greyhound and human.

“Adoption Center” property for kennels and care:

- October 10, 2008: RDRP purchased an appropriate property for housing and caring of its rescued greyhounds at 1801 Verna Road, Sarasota, FL 34251
- Purchase price was \$299,900.00 - mortgage is \$192,500
- There are three structures:
 - 1998 block construction house in good shape
 - 4000 square foot horse barn with 8 stalls and 4 additional rooms
 - 1600 square foot fully enclosed RV and equipment barn
- The horse stable will be converted into a kennel facility that houses 30+ greyhounds
- The RV barn will be converted into an infirmary for dogs that are recovering from injuries or medical treatment, a lounge, bathroom / kitchen for volunteers and future pet owners.

Capital Campaign - Property / Kennel Funds

- The Capital Campaign is a fundraising effort separate from ongoing operations funding.
- The 5-year Capital Campaign fundraising goal is \$400,000 (\$80,000 / year)
 - \$100,000 to improve and modify the property / buildings for dog care
 - \$192,500 to pay off the mortgage and ensure future financial health
 - \$107,500 to repay the “operations reserve fund” to ensure sufficient reserves.
- Funds will be acquired through new aggressive fund raising initiatives
- Funds raised will be both monetary and in-kind services / materials donations.
- The property conversion will be executed in stages (including but not limited to):
 1. clean and prepare property and buildings, fencing, pens, dog houses
 2. convert horse stable into kennel (framing, concrete, electrical, lights, etc.)
 3. finish stable rooms into air conditioned space with refrigeration
 4. improve RV barn into infirmary, with bathroom & sanitation, lounge, storage..
 5. general improvements (video surveillance, landscaping, pumps...)

Operating Funds

- Operating funds (vet, food, supplies, etc) of approximately \$90,000 / year will continue to be supported through adoption fees, established fundraising efforts and estate planning benefits.

Benefits to the rescued greyhounds include but are not limited to:

- Serving More Dogs
- Screening potential foster caregivers and adopters more diligently
- Placing dogs more successfully
- Insuring the health and safety of the animals

Benefits to the RDRP mission as well as to the community include but are not limited to:

- Establishing a secure financial future that will serve the community for years to come
- Educating the public about the realities of greyhound adoption
- Helping adopters better care for and enjoy their animals
- Partnering with ARC, Animal Services, Honor Sanctuary & the Humane Society