

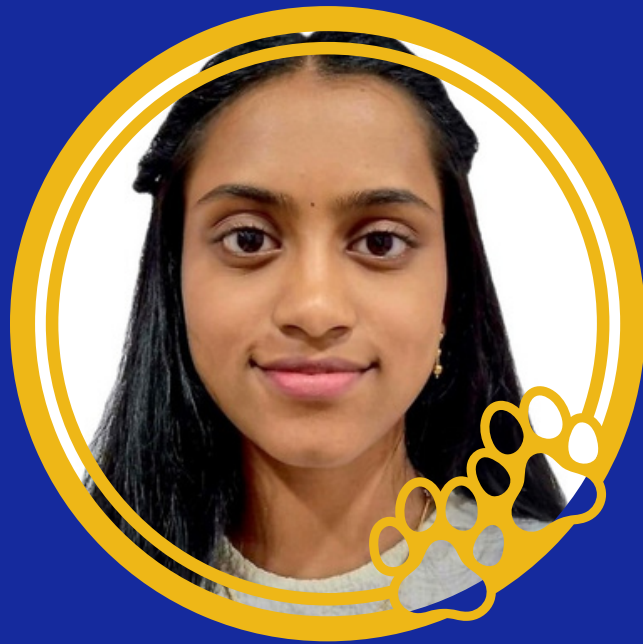


7,352



PAWS FOR JUSTICE  
MAKING A PAWSITIVE CHANGE

# ALL PAWS IN!



**Sadhana**  
Team Lead

Analytics Intern  
International Business,  
DCU



**Hichem**  
Tech Lead

Engagement Intern  
Business and Marketing  
MTU



**Anna**  
R&D/Marketing Lead

Consulting Intern  
Sustainability Bus Econ  
UCD



**Andrei**  
Product Lead

PMO Intern  
Computer Science  
TUD







# PAWS FOR JUSTICE

MAKING A PAWSITIVE CHANGE





## New awareness campaign reminds dog owners of their responsibilities

The campaign entitled – 'It's not your dog's fault, it's yours' - is aimed at increasing awareness of the harm that out of control dogs can do...

22 Apr 2024

RTE RTE.ie

## 75% increase in cruelty cases for prosecution - ISPCA

The Irish Society for the Prevention of Cruelty to Animals has said it has seen a 75% increase in case files submitted for potential...

7 Jan 2024

Another concern Dogs Trust has is the 95% increase of stray dogs entering pounds, from 4,165 the previous year to 7,352 in 2022.

## How having a pet can benefit children and teach skills for life

From companionship to an emotional life to empathy, having dogs and cats in the house has untold benefits for all the family.

4 Feb 2024

## Dogs aren't children – and their owners need training in how to look after them

Dogs aren't children – and their owners need training in how to look after them ... Thank you for your article (Britain, a nation of dog lovers?)

3 Jan 2024

## Animal cruelty and welfare concerns at 'unprecedented levels', charity warns

Animal cruelty and welfare concerns have reached “unprecedented levels”, with a 75% increase in case files submitted for potential criminal...

4 Jan 2024



<https://www.irishexaminer.com/news>

## ISPCA in 'crisis' with 80% rise in pets requiring rescue amid ...

7 Jun 2023 — The Irish Society for Prevention of Cruelty to Animals has reported unprecedented levels of animal abuse cases resulting in **almost 700 animals** ...



## Kennels at full capacity after dog abandonment spiked in 2023, says ISPCA

Dogs Trust records 34% rise in rescue requests and is 'extremely concerned' about 'unwanted dog crisis' ... The number of dogs rescued by the...

8 Jan 2024

## Why We Need to Teach Kids Emotional Intelligence

It's the most important skill we can pass on.

Posted March 16, 2016 | Reviewed by Abigail Fagan



For years, I've taught a weekly psychology class to students ranging from 7



## Vet call-out fee of €500 is 'not sustainable'

Farmers in west Donegal are angry at the increase in call-out fees for out-of-hours veterinary attention from one practice. Gerald Roarty's practice in...

5 Dec 2023



<https://2020.fve.org/cms/wp-content/uploads> PDF

“From January until the end of July 2023, we have dealt with 2,379 cases of people seeking to relinquish their dogs into our care. This is an average of more than 11 requests per day, and a 41% increase compared to the same period in 2022.



## 'Unprecedented number' of dogs being abandoned and taken into shelters

An "unprecedented number" of pets, particularly dogs, are being abandoned and taken into shelters, the country's leading animal protection...

4 Oct 2023





# PET THREATS

Lack of Rural Vets

Insufficient  
Community  
Engagement

Pet Abandonment

Animal Cruelty and  
Neglect

Public Awareness  
Deficit

Inadequate  
Preventative Care

Limited Education

Come on! You  
could do better  
than that!



**86% want to be better connected to their pets!**

survey conducted with 43 of our peers, 2024



**PAWS FOR JUSTICE**  
MAKING A PAWSITIVE CHANGE

# OUR SOLUTION

## Pawse Workshops in Schools

- 2nd-4th Class
- Education with a final Junior Pawse event

## Smart Collar and Health Tracking App

- Monitoring health rates
- 24/7 online vet service
- Pet Network
- Online Courses
- Volunteering opportunities

## Pawse Events

- Hands-on experience in universities and corporate settings
- Promoting animal welfare
- Accepting donations for partners



**“Prevention is better than cure”**

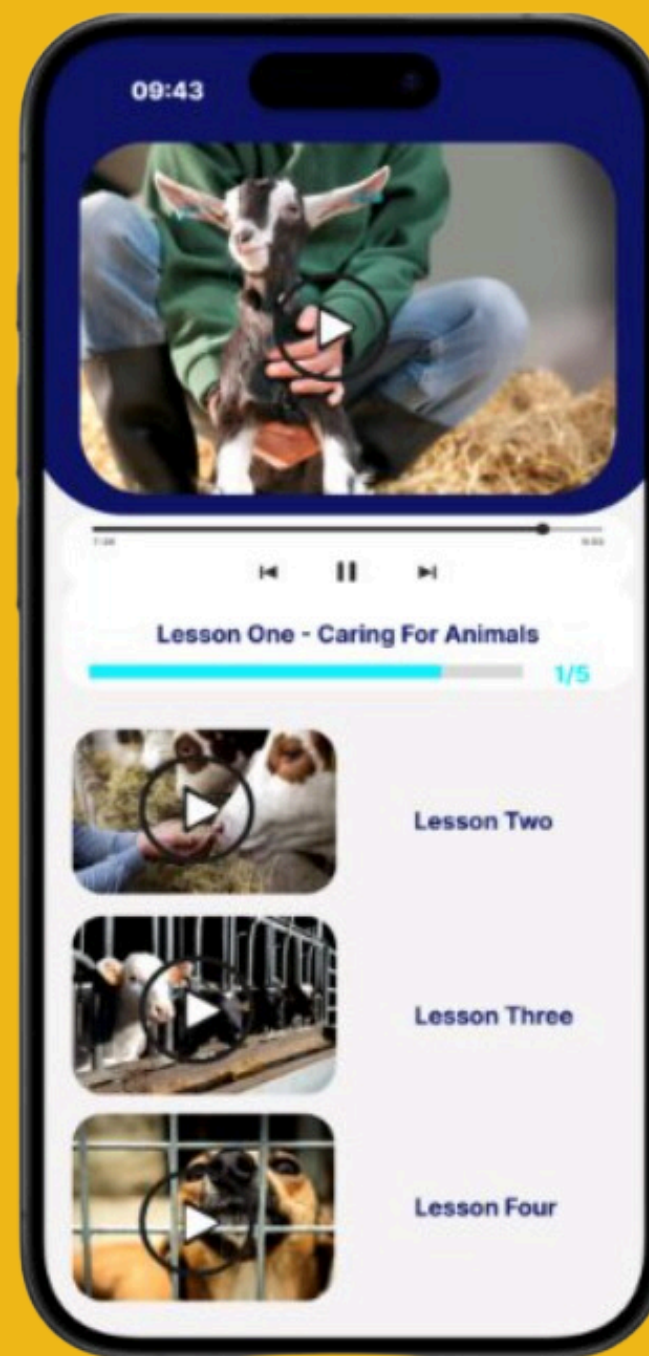
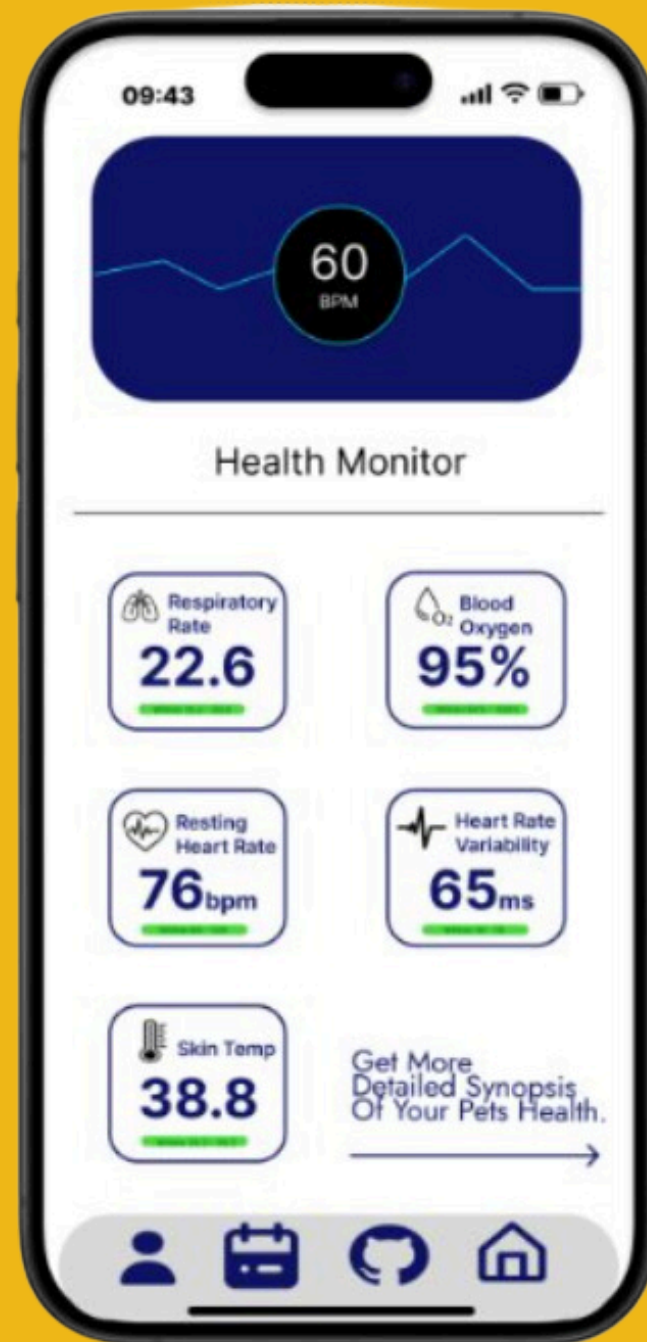
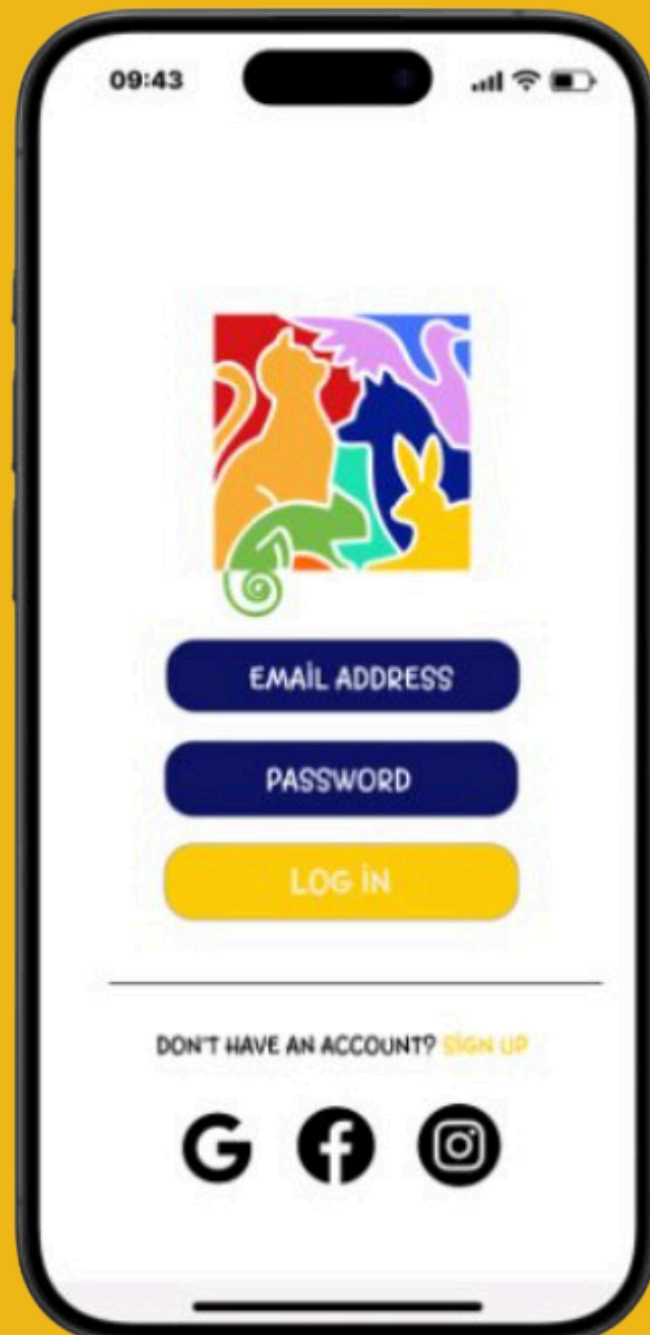
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PAWS FOR JUSTICE  
MAKING A PAWSITIVE CHANGE

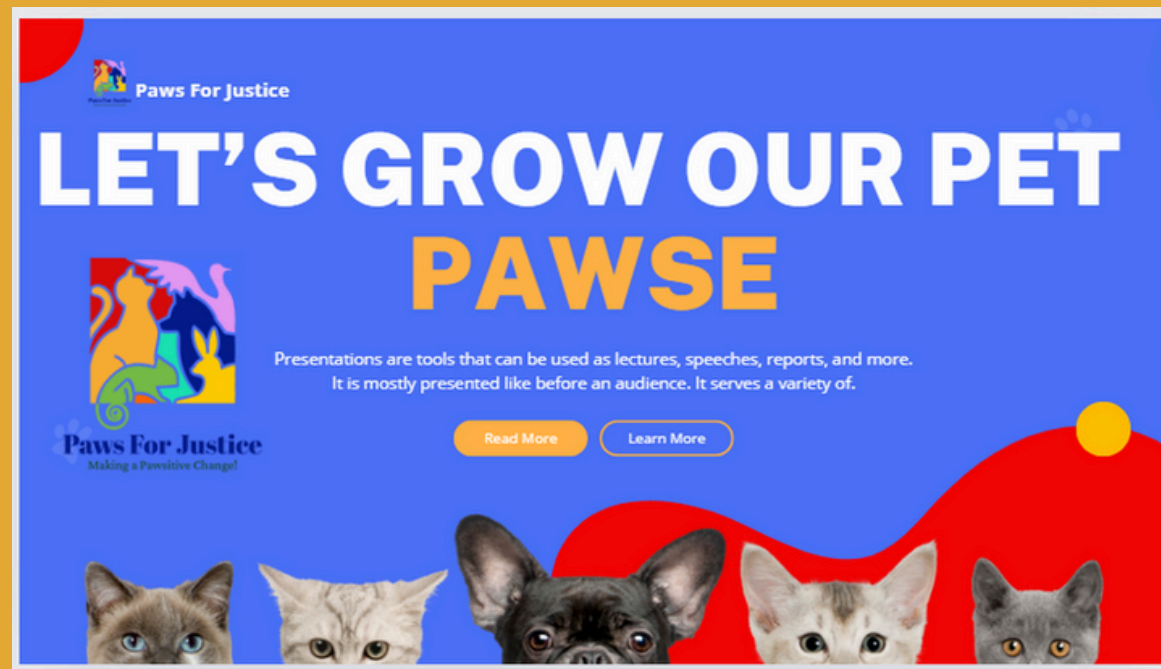


# APP & SMART COLLAR





# PAWSE WORKSHOPS



- Learn lifeskills
- Knowledge in Animal Welfare
- Practise Respect and Empathy for all living beings





# REVENUE PLAN

## Pawse Workshops in Schools

- €350.00 per primary school  
(15% off for Deis Schools)
- Donation Days  
(towards Our Partners)
- Pawse Event inbuilt for schools,  
€200-€500 for corporate and  
universities

## Smart Collar and Health Tracking App

- Free App
- €75.00 Collar  
(€20.00 to make, €55.00 profit)
- 10% service fee on 24/7 vet  
services
- 10% off annual pet insurance

50% of all  
profits go  
towards  
donations

Estimated Revenue :

**€1.2 million**

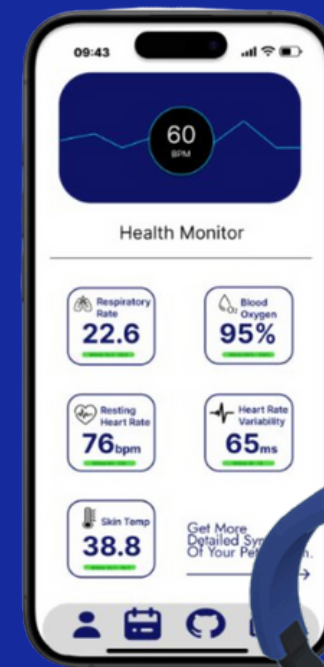


**NARA** National Animal Rights Association





# OUR FEATURES



Thank you!