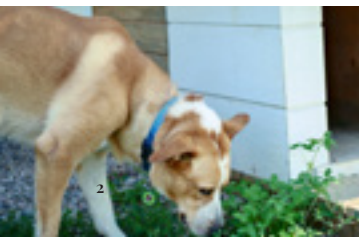
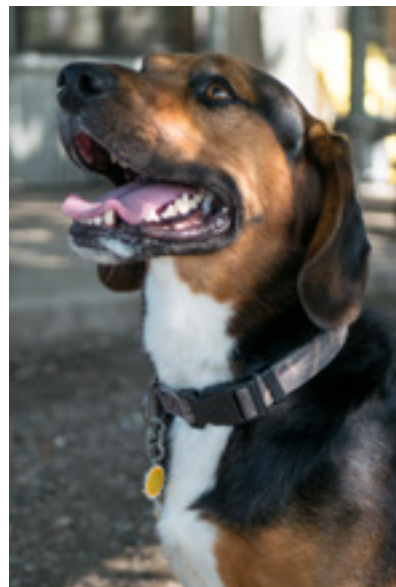
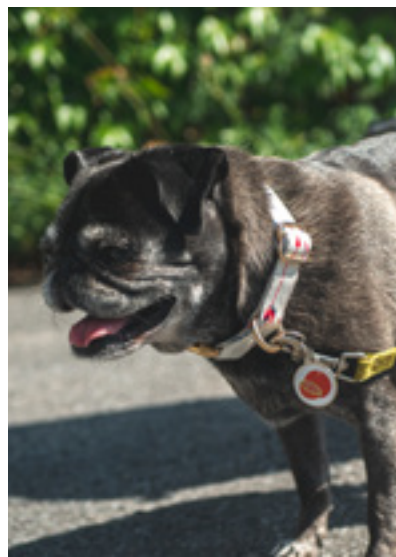
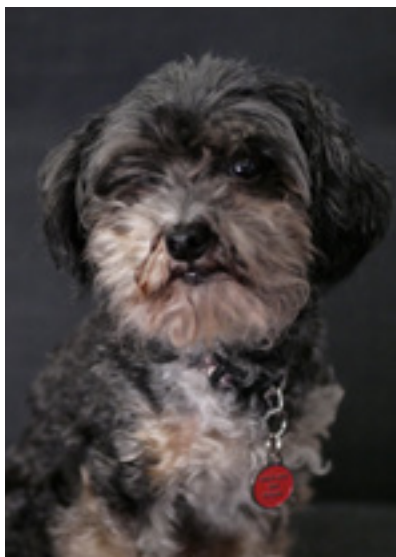
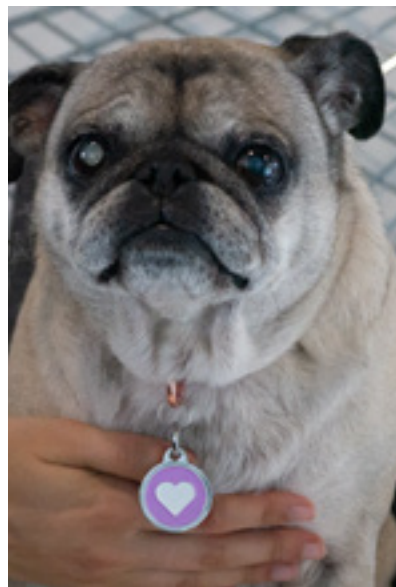
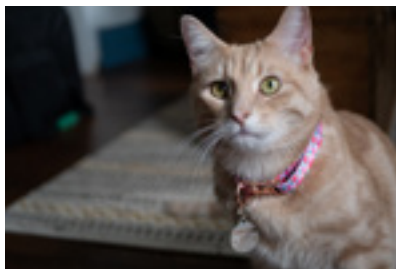
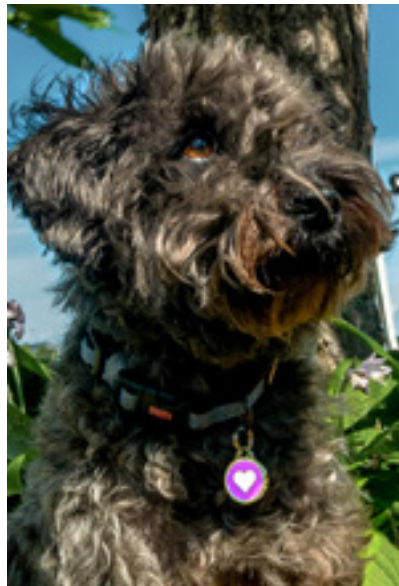
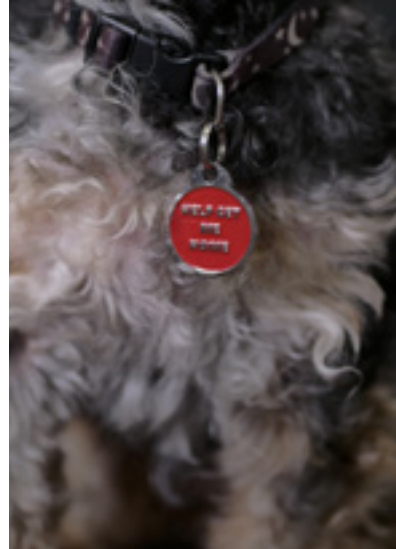
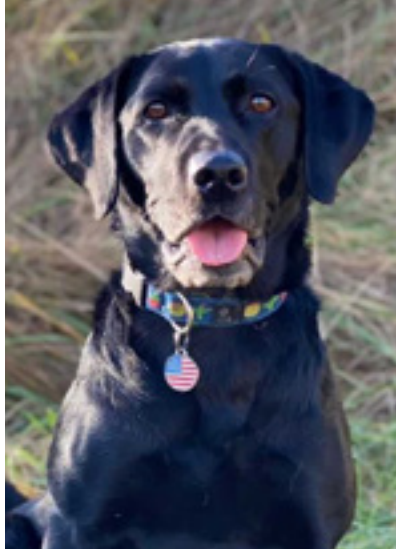


DOCUPET PET LICENSING PROGRAM GUIDE

# Discover North America's New Standard for Pet Licensing







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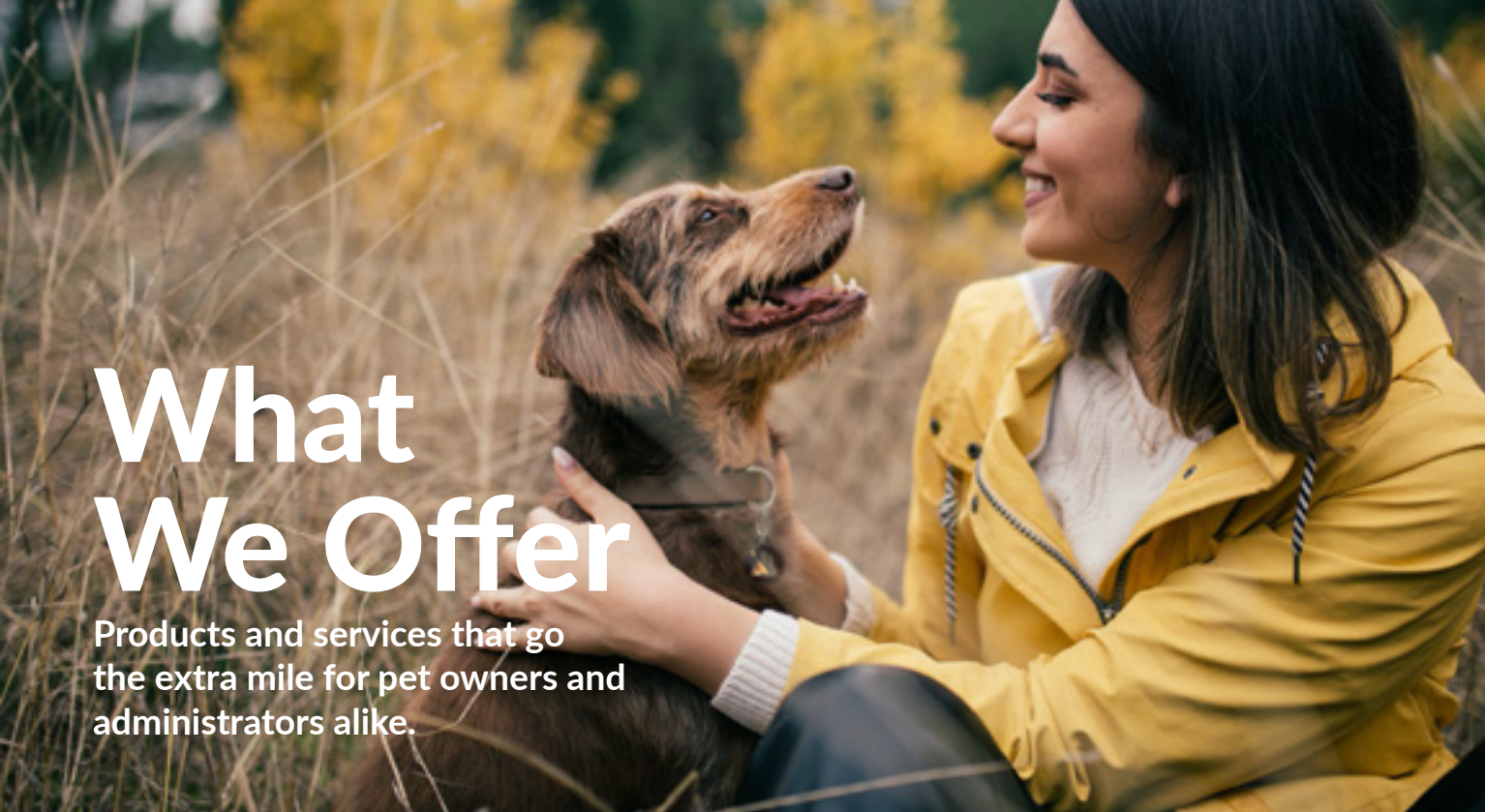




When we learned that up to 60% of local animal care and control funding comes from license sales, but that just 13% of pet owners comply with mandatory registration laws, DocuPet found it's mission.

By providing pet owners with better pet tags, a free lost pet service, and lots of information about pet care in their community, we make sure that pet license registration is now as valuable to them as it is to local animal care and control.



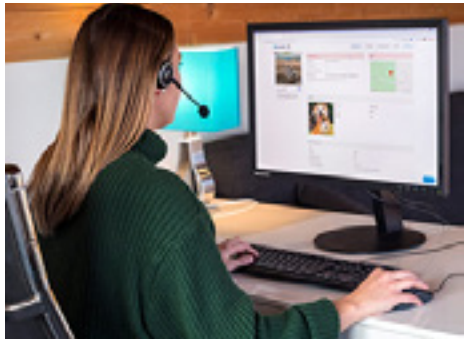


# What We Offer

Products and services that go the extra mile for pet owners and administrators alike.

## For Pet Owners

Rewarding pet owners in your community with valuable products and services through your licensing program.



Our HomeSafe™ 24/7 lost pet service



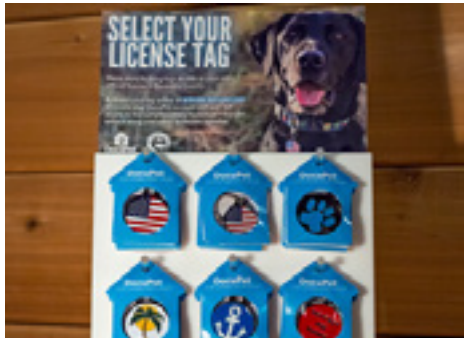
A selection of over 170 designer tags (that double as a pet's official license)



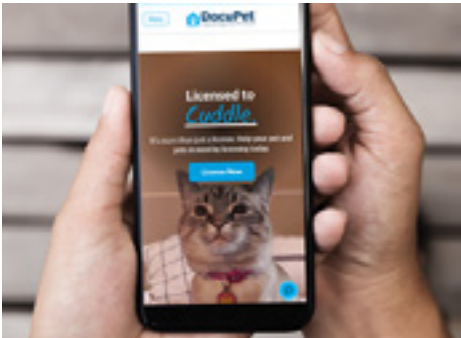
A central dashboard for pet information



Built-in support for local animal charities



Promotions and discounts

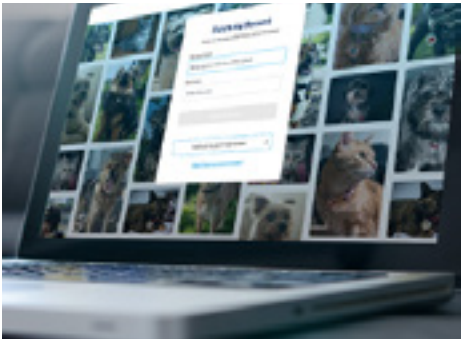


An easy way to register



## For Administrators

Providing administrators with the necessary tools and services to take pet licensing programs to the next level.



A turnkey, secure software solution



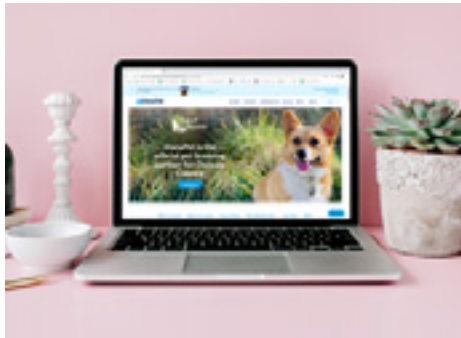
Comprehensive reporting dashboards



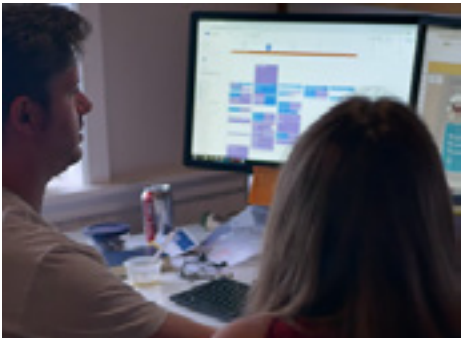
Custom marketing and automated communication materials



Order fulfillment and management



Locally branded website



Dedicated support team



# Licensing Services

## Why are pet licenses so important?

### We’ve boiled it down to two main reasons:

- 1

Tags on pets and up-to-date records are essential to reunification efforts.

If fewer pets end up in shelters, critical resources are reserved for the animals who need them the most. On-the-fly access to licensing records also means instant access to current rabies vaccination information.

#### Our unique approach.

Our unique approach to pet licensing is founded on delivering value to the pet owner in such a way that makes the act of licensing simple and rewarding, rather than confusing and arduous. When licensing no longer feels like a grudge purchase, your community will view your organization in a different, more positive light. They’ll see the amazing work your team is accomplishing and be much more likely to “hear you out” on why licensing is a requirement, and rightly so.

#### Our solution has set the standard for licensing programs in over 50 communities so far.



- “

The City of Boulder’s experience has been positive, to say the least. The DocuPet team is very organized and responsive and fun to work with. They immediately established a timeline and systematic process including weekly launch meetings. This helped keep things moving forward and addressing specific milestones. They are a pleasure to work with.

— Janee Boswell, Animal Protection Supervisor – City of Boulder Police

- 2

Licensing fees provide much-needed funding to local communities.

Animal welfare organizations, as well as important community initiatives rely on the funds provided by pet licenses to support their programming

#### Give value and you’ll get it back.

Imagine an environment where licensing rates are increasing, pets are getting home, and your community is actively supporting your organization. Your gut reaction may be “more license sales would be great, but that will make our administrative headache bigger”. We often see that licensing programs are a real drain on an organization. Bad data, outdated systems, low tag stock, customer complaints, and a huge manual workload are commonly faced issues associated with running these programs. DocuPet seeks to streamline and automate the administrative efforts involved : from online registration and scheduled email renewal communications to outsourced tag fulfillment and accessible data tools, DocuPet allows for smooth operations that are instantly more scalable, and well, easier.

# Who We Work With

We’ve partnered with a variety of organizations across North America from humane societies and shelters, to animal control and city clerk’s offices while bringing innovation and simplicity to their pet licensing programs.



- “

Our hope is that reunification efforts will be helped when in partnership with increased animal licensing. Of the thousands of animals that come to our shelter, about 33% are made up of dogs. What we’re really grateful for and so excited to continue and improve on with DocuPet’s partnership is the number of animals who are able to be returned to their loving families or guardians.”

— Lyndsey Soffes, Spokane County Animal Protection Services



- “

We are extremely excited about DocuPet. The database and ability to utilize the services that are provided are great. It will give our residents piece of mind and an “added value” approach. It produces a more professional and productive model for our licensing program. I am excited about moving things forward and we have seen our residents get excited by the offerings of DocuPet.”

— Shawn Morey, Peterborough Humane Society

- “

Only a couple of years ago we were literally making our own tags, inputting the data and sending them out to our citizens. This took a lot of time and effort for our Animal Control Officers along with everything else they have on their plates. We struggled along making several changes which really did not save time. Our town continues to grow at an incredible rate and the percentage of dogs actually registered was extremely low.

From the minute we started communicating with Docupet we knew this was the company for us. The customer service has been incredible! Whenever I have had a question or concern Brittany or Kayla would take care of it very quickly.

We are one month into our partnership and we have already licensed approximately one-third of the total we licensed for all of last year!!!

I cannot express my gratitude to everyone involved throughout this process.

— Kevin Torrens, Police Sergeant – Town of Castle Rock



- “

Riverview’s experience with DocuPet has been nothing short of extraordinary. The onboarding team impressed us all with their positive energy, research-driven tactics and solutions, and attention paid to the details that make a project like this come together. Short weekly meetings kept our municipal staff informed and involved. Most importantly, with DocuPet managing all aspects of pet licensing, hundreds of hours of staff time can be reallocated to other important projects.

— Annette Crummey, Corporate Services – Town of Riverview



- “

DocuPet is a really cool membership organization. You can have these neat tags on your pets and be proud to display the license that serves as your pet’s ticket back home. The community and animal control can access this information so your pet can avoid a possible trip to the shelter when lost. I would recommend DocuPet to anybody looking to expand their licensing program because of the available marketing materials and DocuPet’s level of knowledge on pet licensing.”

— Kim Statton, Osceola County, FL



- “

Partnership with DocuPet has allowed us to offer an accessible licensing service to our pet owners as well as simple, easy-to-use tools for our field officers and shelter partners. Pet owners receive lost pet services and cash rewards, our staff saves hundreds of hours each year and the massive increase in license sales has provided us with much-needed revenue to enhance our animal welfare services.

— Doug Godfrey, GM – City of Guelph



- “

We are excited to be live and finally get this started. You and your fellow staff have been amazing throughout this process. I have no doubts that we chose to go with the right company.

— Tim Bachman, Lieutenant – Inyo County Sheriff’s Office



- “

I would highly recommend DocuPet as the licensing agent for your agency. It will increase your revenue, and move your agency forward in delivering contemporary animal services.

DocuPet is truly the dog license partner of the future!

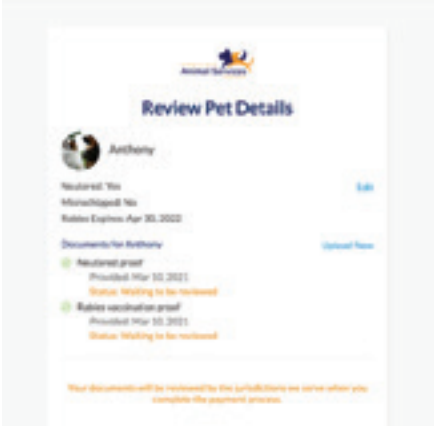
— Annette Bedsworth, Executive Director – Stanislaus Animal Services Agency



# Pet Owner Benefits

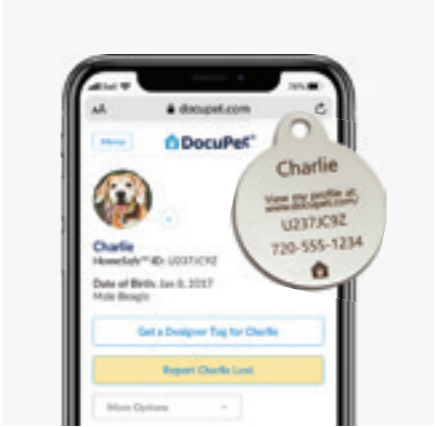
## Everything pet owners need in one place

Providing value to pets and their owners with tags that work hard for them (while giving back to shelters)



### Easy Registration

Our user-friendly software is the easiest way to license a pet. The step-by-step process helps ensure pet owners understand their selected license type and associated expiration date, while offering a simple way to upload required documentation and verify it's review status.



### Intuitively linked profiles

Each tag is linked to that pet's secure online profile. Pet owner's may upload current photos of their pet and include important details so they are easily identifiable. The more information in a pet's profile, the more helpful it will be in getting them home.



### HomeSafe™ Our lost pet service that never sleeps

Our pets can't imagine life without us. We can't imagine that they could end up lost. Unfortunately, it happens. Our pets deserve a plan. With detailed specifics and a dedicated team available 24/7, HomeSafe™ is the vital resource pets deserve in order to make it back home quickly.

## It's more than just a tag

These small but mighty pieces of collar candy have some pretty pawsome features, check them out...



### Personalizable

Each tag comes with the option to etch the back and/or front with the pet's name and owner's contact information. Up-to-date information may be accessed and updated at any time.

### Hundreds of Colorful Styles

Our pets are anything but boring, the same should go for their tags. We have the ability to create locally themed designs and every tag doubles as a pet's official license.



### In the Field and On the Run

Whether an ACO is on the go, or a pet owner is out and about on an errand, we provide pre-packaged "Coded" Tags to facilitate in person licensing transactions.



### Look Good, Do Good

We will always donate 20% of every designer tag purchase back to local animal charities. So pets aren't only looking good, they're doing good. Now that calls for some extra belly rubs.

“ I am currently traveling in the UK and my family in Colorado is caring for my dog Melvin. I got a call from DocuPet he had gotten out. I gave them all my family's phone numbers and Melvin was quickly returned home safely. Thank you DocuPet for the safe return of my beloved boy. I am so grateful. — Mary Ellen from Boulder, Colorado

“ Pawla is a stray who's been domesticated and so does not use a litter box (refuses!) and has his own door — an independent fella! He often wanders around our neighbourhood and is extremely friendly and confident. He doesn't shy away from nearby schools, for example. He recently was located near a high school and we were called by DocuPet to see if he lived nearby. After the call, we were able to retrieve him from the school football field and bring him home for treats and pets :) three pets only! — Meredith from Guelph, Ontario



# Key Services

## Over the years, we’ve learned a lot about pet licensing programs.

Perhaps what continues to surprise us most is how much programs can differ from one county to the next. Although we’ve built our solutions to accommodate a variety of policies and program nuances, in our experience, simpler is always better.

So we’ve made every aspect of a licensing program just that - simple. We offer expertise and a white-glove approach across every faction of a licensing program, that truly make pet licensing a walk in the park.



### Software Solution

A customized online registration experience for licensees with a secure backend system designed to make administration easy.



### Pet Owner Facing Website and Marketing Materials

Optimized messaging and marketing collateral templates that help you get the word out in the best way possible.



### Data Tools

Our proprietary data upload tool makes it easy to keep records up to date and free of duplicates while retaining the level of access you need to make informed decisions.



### Pet Tags and Order Fulfillment

We provide quality tags in every style imaginable to give pet owners the tags you want their pets wearing, in the designs they actually want their pets to wear. Free for you, awesome for them.



### Reporting and Finance Tools

Simple and functional to use, our reporting capabilities give you daily oversight and bigger picture insights to track program revenues and performance.



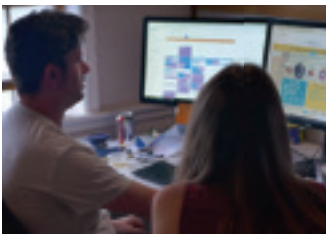
### Administrator Support

Everyone picks things up at a different pace so we provide a plethora of training resources to help every member of your team feel set up for success - including a human if you need one.



### Automated Renewal Communications

Sequenced renewal communications via phone, email, and letter are generated automatically as licenses expire with all the details pet owners need to (hopefully!) renew on time.



### Managed Services

Our team members can do it all - from data uploads and vendor/vet coordination, to customer service and mail processing, and even making sure you never touch a renewal letter again.

# Software Solution

## What it is

Our proprietary software is designed (and ever-evolving) to serve the unique and widely varying requirements of the pet licensing industry. DocuPet’s solution combines an easy-to-use front-end for pet owners wishing to register and renew online, with a comprehensive back-end platform for administrators including shelter staff, animal protection officers, and frontline government employees alike. With DocuPet, your team has access to your licensing and pet data in real-time, from any web-enabled device.

## Why we made it

We work with dozens of partners running programs of varying sizes and parameters. The commonality between them all? Their previous licensing software (or lack there-of) was a total headache. We’ve spent years collecting detailed feedback and implementing solutions to return what we know to be the best software in the field. Our solution is truly an administrator wish-list come to life - modern, comprehensive, automated and user-friendly.

### Online licensing module and associated online accounts for pet owners

- Options to register, log in or activate to access online pet owner accounts
- Upload pet details including name, species, breed, spayed/neutered status, microchip number, rabies expiration date, veterinarian and more
- Intelligent license selection and requirements fulfillment, including rabies vaccination documentation, based on provided parameters of your licensing program
- Ability to enable temporary license statuses to provide the pet owner with a grace period to secure required documentation

- Address validation to ensure pet owners obtain the correct license given their residence address

- Ability to generate proof of license documents and update pet status if the pet has been transferred out of the community, rehomed or passed away

### Intuitive look up tool for administrators

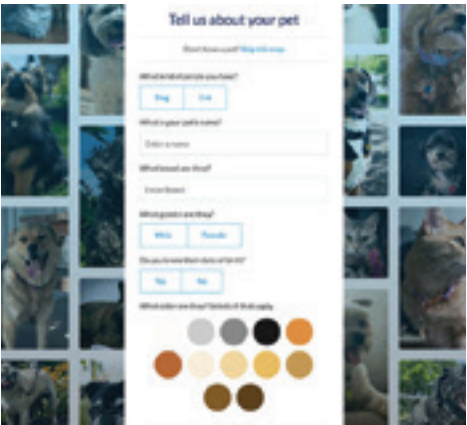
- Perform cross field searches
- Easily view pet license and vaccination status
- View pet photos and information uploaded by pet owners
- View renewal reminder history and content, see what’s scheduled
- View license and order history
- View secondary contact information and utilize built-in duplicate account detection

### Permission level based access for team members

- Segment users with view or edit level access
- Allow module access to document review queue, financial reporting, performance reporting, and staff management

### Ordering application to process license sales, late fees, citations, and replacement tags

- Ordering application to process license sales, late fees, citations, and replacement tags
- Automated license and fee selection
- Comprehensive tag and connector option selection
- Optional donation field to support local animal care and control
- Automated email confirmation and receipt generation



DocuPet’s secure software platform is hosted with Amazon Web Services and compliant with current data processing and storage standards. Our software is accessible via any internet-enabled device and compatible with all of the latest browser versions. Accessing your data is quick, convenient, and secure.

# Website and Marketing Materials

## What it is

Every DocuPet partner launch includes a customized website experience and collateral designed to help your pet owners understand your community’s licensing policies and pricing, as well as the unique benefits offered to them when they become a DocuPet member. Our goal is to leverage our experience across 50+ communities in order to help our partners position and promote their licensing programs using three key themes: why licenses matter, the value they provide, and how DocuPet enhances the entire process from start to finish.

## Why we made it

If you’re a shelter or part of a government organization you probably know how tough it can be to get IT’s time for a website update or copy change. Design and marketing resources for pet licensing are also likely in short supply which is why we’ve developed standard collateral to help our partners promote their DocuPet licensing programs. We strive to ensure we always have an assortment of digital and printed marketing material templates available for partner use and will even coordinate printing via our in-house fulfillment operation so you can save time coordinating with outside vendors.



### Digital marketing assets

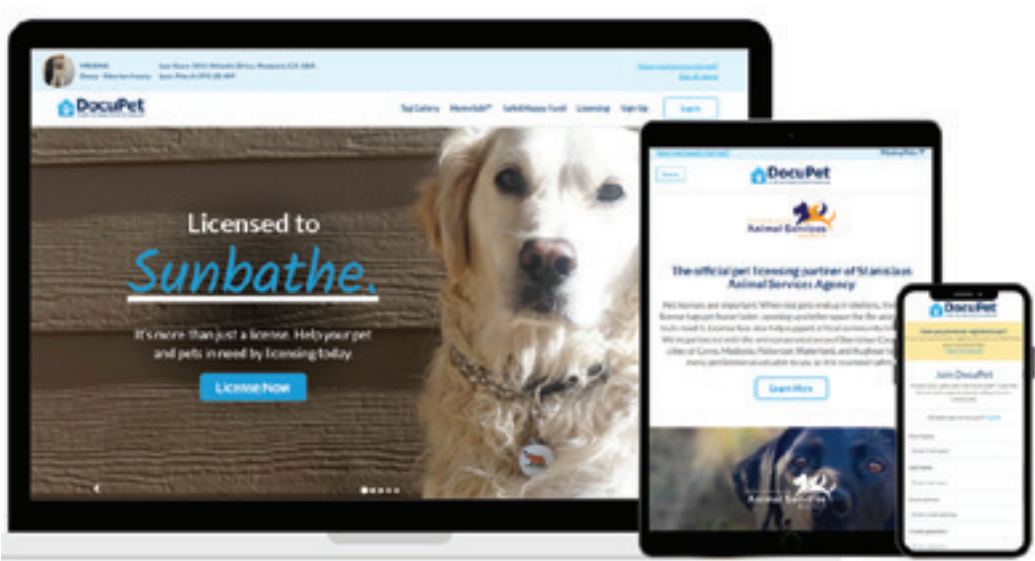
- Reference templates available for newsletters, social media, website banners, digital ad imagery and more.

### Retail display options

- Options for small or large tag display
- Additional display materials including counter placemats, brochures, and look books



DocuPet’s designer tag collections are also key to incentivizing renewals and raising awareness about licensing in the communities we serve. We offer special discounts and promotions on designer tags as well as referral codes that encourage users to renew and share.



### Customized website experience

- Includes home page, dedicated licensing details page, Safe&Happy partner profile page and tag gallery
- Includes co-branded elements
- Centralized location for new and renewing registrants



### Printed collateral templates

- Reference templates available for postcards, discount cards, brochures, posters and more.







# Pet Tags and Order Fulfillment

## What it is

Our in-house fulfillment operation is what makes next day shipping of customized tags possible. Every DocuPet tag is etched, packaged, and addressed on site by a fulfillment team member who ensures the accuracy and quality of each tag that comes through our shop. With over 170 tag styles (and counting) to choose from, license tags just got a whole lot more fun!

## Why we made it

When we made the decision to develop a line of designer license tags, we had a pretty good feeling it was going to be well received by our pet owner community, especially once they found out 20% of their purchase would be donated to a local animal welfare organization. What we didn't expect

was the number of people who would want a different tag style for every season, every event, and in some cases, every week!

By turning a boring traditional license tag into something people actually covet, we changed the game. We found the best type of outcome – a win, win – win, win. That's four wins to be clear – one for the pet owner who actually likes the tag they had to buy, one for the pet who gets to wear a tag that has the best chance of helping them get home, one for the licensing organization that benefits from the buzz these cute tags generate, and one for local animal welfare organizations that receive net new donation revenue on the regular. Oh, and one more win for us because we can make our service costs even more competitive.



### Low cost, high quality tags

Standard tags are made from durable aluminum and available in small (size of a nickel) and large (size of a quarter)

### In-house etching

Every tag is etched by our fulfillment team members and always features the pet's unique tag number, which doubles as the pet's HomeSafe™ code and public profile link

Environmentally friendly laser engraving process ensures precise and high quality markings

### Daily fulfillment

Orders are fulfilled and shipped next business day

Each step of the fulfillment process is tracked and viewable via our proprietary software

No shipping or delivery costs for the pet owner

### Outsourced tag inventory and management

All tag forecasting, ordering, and coordination is handled independently by our team

Bulk tag shipments available at client request or opt to eliminate over the counter management entirely

Our pets are anything but boring, the same should go for their ID tags.

Every DocuPet tag doubles as a pet's official license and comes equipped with the HomeSafe™ 24/7 lost pet service. 20% of every designer tag purchase is donated to DocuPet's Safe&HappyFund, helping to provide crucial funding for animal shelters across North America.



### City Tags

Custom branded tags available at no additional cost to residents.



### Personalized Fronts

Etch the front of the tag to show off a pet's name. Available in gold, rose gold, silver, and gunmetal.



### Designer tag and personalization options

- More than 170 tag styles to choose from
- Non enamel tag styles are available in four different metal coatings including rose gold, yellow gold, gun metal, and silver
- Options to personalize tags with pet name and pet owner phone number
- Options to upgrade connector type to "easy connect", "active pet", or "secure clip"

### Customized package inclusions

- Every tag package includes a receipt and information insert customized to the pet owner and their furry friend, thanking them for their support of local animal care and control

### Designer Tags — Hundreds of colorful and unique tag styles exclusive to DocuPet members



DocuPet's in-house fulfillment operation guarantees tags are shipped out quickly and accurately with care. We do our best to never make a mistake, but if we do, you can count on us to make it right with the customer and get a replacement order out ASAP with a code for a free designer tag included.



# Automated renewal communications

## What it is

Our proven approach to reminder communications is critical to maintaining and growing compliance rates in the communities we partner with. You're familiar with the adage that it's much more cost efficient to retain an existing customer rather than acquiring a new one, and the story doesn't change when it comes to pet licenses. Our deliberate communications flow is delivered via email, phone, and letter over 60 to 75 days with as many as fifteen customized touchpoints to encourage and incentivize renewals.

### Customized communications

- Pet owner customization includes fields for pet owner name, pet name, city name, license type, license cost, and license expiration date
- Features species specific imagery where applicable

### Automated email reminders

- Scheduled and sent across as many as ten different email templates
- Includes one click account access and activation

### Automated call reminders

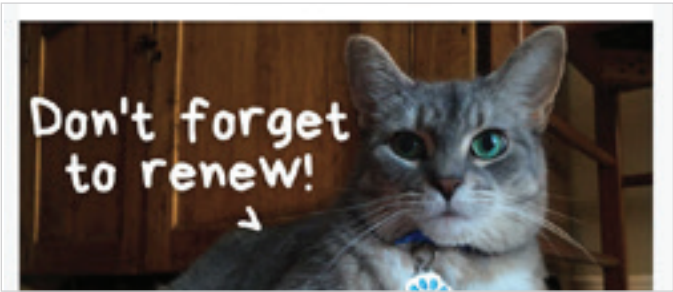
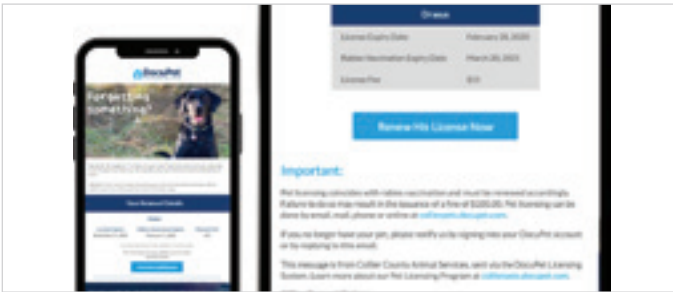
- Scheduled and sent across three different automated call templates
- Includes one button press to hear activation code or inform of a change in pet status

### Automated letter generation

- Scheduled and packaged in bulk PDF files in a daily or weekly basis
- Accessible for download via FTP or email
- Just print, fold, stuff, and send!

## Why we made it

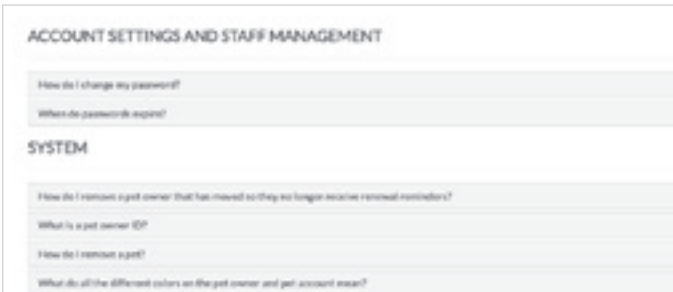
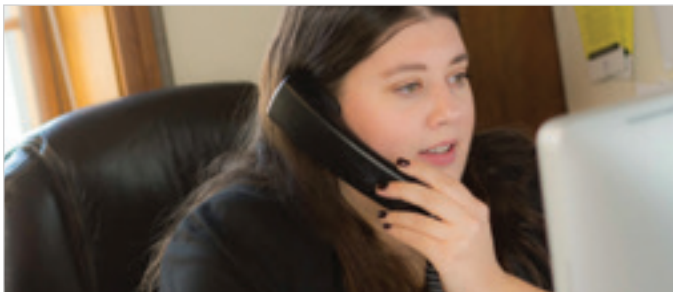
A DocuPet staple – automated communications is one of the fundamental pillars we offer to our partners that saves them countless hours. Unsurprisingly, we've learned that people typically need more than one reminder to ensure something gets done, and renewing a pet license is no exception. After years of optimization and market research, we've streamlined our standard multi-channel communications flow and messaging strategy to achieve an average renewal rate of over 80%.



# Administrator Support

## What it is

DocuPet's software and systems are designed to be intuitive and easy to use, but that doesn't mean every member of your team will pick things up at the same pace. In order to facilitate a smooth transition, we have developed dedicated resources, including a few very helpful and cheery people, to make it happen. With training videos, an in-system FAQ, and built-in tool tips, it's possible to learn the software on your own, but when you need it, help is just a phone call or email away.



## Why we made it

With our system (and this industry) serving so many different stakeholders with different backgrounds and learning styles, it was essential early-on to develop a scalable and iterative approach to training. We're big believers in empowering people to truly understand how our system works, because once they do, they can use it as a tool to affect positive results in their role and in your organization.

### In system tips and prompts

- View definitions and tips about our most frequently used fields and functions
- Follow processes with ease via our built in reminders and step by step administrator flows for common tasks ex. New orders, renewals

### Training video library

- View “how-to” walkthroughs for common tasks

### Dedicated email and phone for administrators

- Write or call-in to get in touch with a knowledgeable team member

### Administrator FAQ

- Access common questions and answers, sorted by category



Automated communications are automatically generated and deployed per pet until a time that the license is either renewed, or the account or pet status are updated. A complete reminder history and schedule are viewable in every pet owner account so it's easy to have those “I never received a reminder” conversations with confidence.

We're always making improvements to our software and strive to ensure our administrative users are kept in the loop with the changes by releasing new FAQs and videos on a regular basis. You'll be notified via email if there are ever significant software changes or new feature releases you should be aware of and oftentimes we'll host a webinar should any of your team members wish to attend.

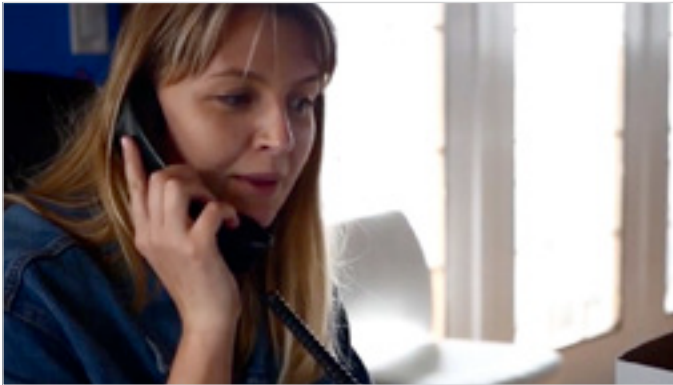
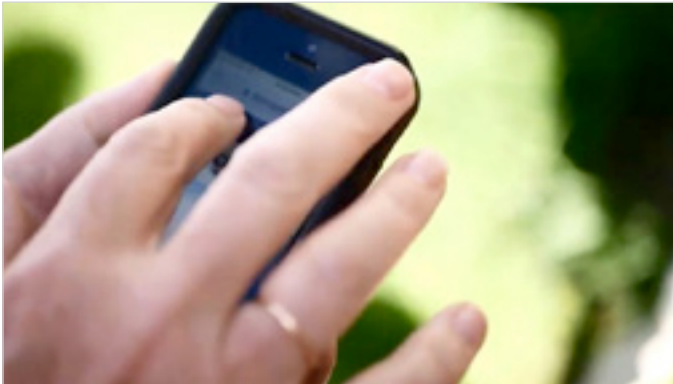




# Managed Services

## What it is

Over the past seven years, our team has seen and done it all when it comes to pet licensing. Although not included in our standard offering, there are a plethora of additional managed services we may provide if requested. Typically these operations are often already performed by traditional pet licensing programs and as such we like to hop on a video call and do a bit of discovery on process and costs before we say “we got this!”



## Why we made it

We understand that depending on the partner and the size and complexity of a program that your organization may need more or less of our help. We try and offer a one-size-fits-all solution whenever possible, but there are times when this certainly cannot be the case. As such we’ve developed a set list of additional services that in most cases encompass a lot of the “can you also help us with” requests we tend to get every day from existing and prospective partners.

### Printing and sending reminder letters

- Includes daily printing, stuffing, and sending of reminder letter communication
- Each letter is sent with a customized letter and insert addressed to the pet owner with details about their pet
- Letter sending and returns are tracked automatically in the DocuPet system

### Facilitating automatic reminder calls

- Pre-recorded reminder messages are delivered to primary phone numbers on file for expiring and expired pet owner accounts
- Options for pet owners to let us know about a pet passing or a recent move out of the areas

### Dedicated email and phone for administrators

- Assisting customers with updates and renewals to their accounts via our customer care line
- Hand keying new individual record submissions ex. Mailed in forms
- Manually formatting data for upload into our system

# Resources

Since our launch, we have learned so much about pet licensing: what works, what doesn’t, why pet owners license their pets, and why more often they don’t.

Through countless conversations, program iterations, and the development of benchmark industry research reports, we have gathered critical insights that we are happy to share here with our friends in the animal welfare community.



## Annual research reports

- Each year, we prepare a detailed study covering off on pet industry trends, metrics, and insights. These reports are free to our partners, and available for download on our site. Highlights include:
  - Pet owner demographics
  - Aspects and best practices of healthy licensing programs
  - Standard pricing and policies
  - Pet owner behavior and attitude regarding pet tags and licensing
  - Key metrics that can be used to evaluate the health of a program

...and much more!

## Exclusive content

- We understand the value in sharing valuable information and insights, versus harboring it. As a trusted partner to dozens of communities across North America, we have gained valuable learnings that have proven results in improving pet licensing programs of varying sizes and styles. Examples include:
- What actually drives an increase in pet license sales?
  - The cost of selling more pet licenses
  - How a brand can impact pet licensing



Whether you want your licensing program to be hands on or hands off is up to you, but we’re here to help either way.

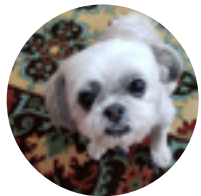




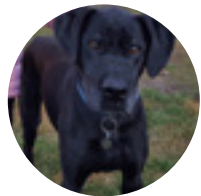
# My favorite place is HomeSafe™ with you

Our pets can't imagine life without us. We can't imagine that they could end up lost. Unfortunately, it happens. Your pet deserves a plan. With detailed specifics and a dedicated team available 24/7, HomeSafe™ is the vital resource your pet deserves in order to make it back home to you quickly.

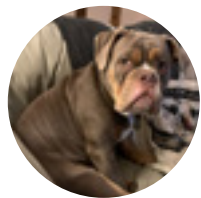
We've helped reunite over 6,000 lost pets with their families. Here are some of their stories.



“I am currently traveling in the UK and my family in Colorado is caring for my dog Melvin. I got a call from DocuPet he had gotten out. I gave them all my family's phone numbers and Melvin was quickly returned home safely. Thank you DocuPet for the safe return of my beloved boy. I am so grateful.” — Mary Ellen from Boulder, Colorado

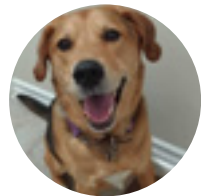


“My daughter and I spent the afternoon searching for her and were so happy to get a call from DocuPet saying that Pepper was safe and only a block away.” — Harley from Spokane, WA



“We were outside doing chores and within about 20 minutes we realized Mysti was gone. My phone rings from the new neighbor who saw her just down the road as he was driving by. Naturally, Mysti was happy to jump into his vehicle and be chauffeured home. Having the DocuPet tag with my phone number right on it, is a quick easy way to make sure Mysti gets back where she belongs.” — Karen from Port Colborne, ON

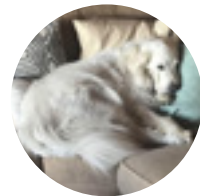
“I was in the middle of taking my daughter to school, and my son was getting ready with his father at home. We thought our gate was shut tightly, but Chewie somehow managed to get out. A couple found him, alerted DocuPet and we were able to connect with Chewie's finders within ten minutes of him getting out! I'm very happy with HomeSafe™, and definitely recommended it to other people.” — Jessica from Kingston, ON



“Harvey, apparently tired of lockdown, slipped out unnoticed through the open garage door. He was gone for over an hour but luckily, just as we noticed he was missing, I received a DocuPet email stating that he was found! I was able to easily contact the person who found him and picked Sir Harvey up the same day!” — D'Onna from Ajax, ON



“Henry is a hound and has a strong sense of smell. Sometimes when he gets sniffing he'll travel over hills and everywhere! On his walk today he traveled a bit too far and found himself in a neighborhood about 1 km away from his home. Someone picked him up ►



“Juneau decided to go on an adventure one evening by herself. I was surprised to get a voicemail from someone who lived several miles from my home asking if Juneau was mine. I was traveling and because of the time difference I didn't catch up to the message for at least 12 hours. Fortunately, the folks that found Juneau also contacted DocuPet who then contacted me. We got Juneau back home shortly afterwards. I was relieved Juneau had her DocuPet tag on! It was well worth the short time it took to sign her up.” — Gay from Spokane, WA

and submitted a found pet report with DocuPet using his code on his tag. We are so, so happy to have Henry HomeSafe™ thanks to the help of DocuPet!” — Michelle from St. Catharines, ON

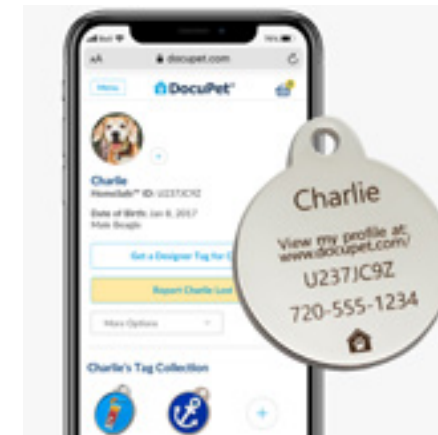
## How it works

Your pet's tag is their ticket home.



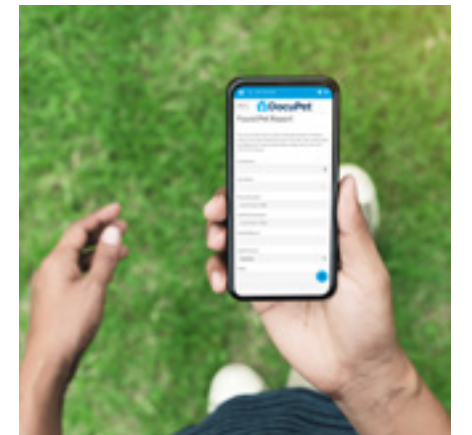
### Unique identifying HomeSafe™ code

Your pet's tag includes a unique HomeSafe™ code linked to their profile. You have the option to include your personal phone number, or include our 24/7 hotline. If your pet gets away, anyone who finds your furry friend can simply look up that code and create a Found Pet Report in seconds.



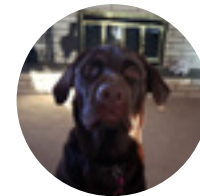
### Intuitive linked profile

The more information in your pet's profile, the more helpful it will be in getting them home. Upload a current photo of your pet and include important details so they are easily identifiable.

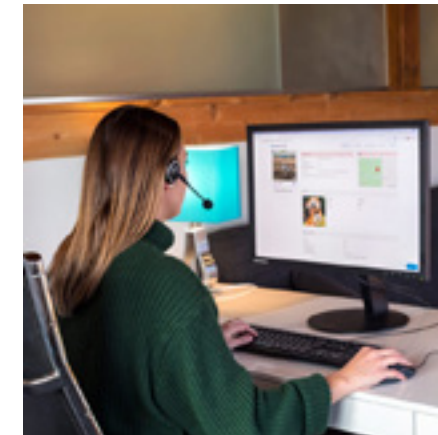


### Automatic alerts

The moment you realize your pet is missing, you can sign into your account and create a Lost Pet Report. You'll add details about where you last saw your pet, and ensure all of your contact and pet information is up to date.



“Knox is a chocolate lab, he's really smart and opened the front door by pulling down the handle. He got out for about two hours, and then I heard from DocuPet that a neighbor found Knox and would keep him until I was able to pick him up. I'm really grateful to DocuPet for informing me and thankful for my neighbor holding on to Knox, rather than calling the local pound. Knox is an escape artist; DocuPet has really saved us a couple of times!” — Marlin from Spokane, WA



### 24/7 dedicated dispatch staff

Our HomeSafe™ staff receives your lost pet alert, or a call to our 24/7 hotline, and gets to work on finding your pet. We collaborate with Facebook groups, local shelters and other animal services providers in the area to get the word out.



### Power in numbers

In addition to our HomeSafe™ staff, your Lost Pet Report is sent to DocuPet members in your community. They'll know to be on the lookout and notify you or our HomeSafe™ staff if they spot your companion.

Our pets would do anything for us. Providing our pets with the HomeSafe™ service is a small, easy thing we can do for them.



# Safe & Happy homes for all pets

Workers and volunteers at shelters work tirelessly to care for and rehome millions of pets each year. They are the primary caregivers for the most desperate animals in our communities.

Unfortunately, they struggle to raise the necessary funds to support their work. Oftentimes these shelters are allocating their time and resources to lost pets who actually have loving homes, but are temporarily displaced. Space is limited and resources are tight.

## We wanted to help

In addition to our HomeSafe™ staff, your Lost Pet Report is sent to DocuPet members in your community. They'll know to be on the lookout and notify you or our HomeSafe™ staff if they spot your companion.

## We ♥ raising money for shelters

But why stop there? 20% of each and every purchase will always be donated to these local charities. Providing additional funding for the animals in need and the dedicated staff that serves them.



By providing pet owners with a simple way to support local animal welfare initiatives through the licensing process, we are making pet licenses as valuable to pets and their owners as they are to the vulnerable animals in need in our communities.

## Raising funds for shelters across North America







Interested in learning more about us or our services? Visit [partnerships.docupet.com](https://partnerships.docupet.com) or contact our Relationship Development team by emailing [partnerships@docupet.com](mailto:partnerships@docupet.com)