



**Blind
Low Vision NZ**
Guide Dogs



PAWS FOR
PURPOSE
SPONSORSHIP PROPOSAL



*Images of the dogs crafted by BLVNZ as an example (we are most definitely not artists).

What is Paws for Purpose?

Many New Zealanders will be familiar with our life sized dog coin collection boxes (also known as Trudy Dogs). As a result of our increasingly cashless society, and with retail space at a premium, many of our coin collection sites prefer smaller counter-top boxes, (which also now include QR codes). Our Trudy Dogs have now sadly become obsolete. However we believe they are each a genuine piece of Kiwiana, a collector's item which we plan to upcycle and turn into one off, unique pieces of art – with the support of artists from across New Zealand.

Paws for Purpose will be an interactive art trail and auction, raising funds for Blind Low Vision Guide Dogs. All funds raised will go towards the much anticipated build of our new Guide Dog Kennels.

Once painted, our dogs will be displayed in venues around central Auckland throughout March 2023 (predominantly in the Wynyard Quarter). A plaque, with the name of the artist, sponsor (where applicable) and a QR code will accompany each dog. The QR code will link through to our Paws for Purpose online portal where members of the public can find out more about each dog, artist and sponsor. Members of

the public will be able to follow the full 'Puppy Dogs Trail' seeking out all dogs and sharing via social media to raise awareness and win prizes.

In addition to a great recycling initiative and awareness raising exercise, our priority is to raise funds towards our \$10m Guide Dog Kennel Build Appeal. As such, we need to ensure as many dogs as possible are sponsored before the event. Those that aren't will be included in an online auction throughout the month of March.

On Thursday 23rd March, we will be holding a celebration event at the Park Hyatt in Auckland, where a small number of dogs from well-known New Zealand artists will be reserved for a live in person auction.



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Guide Dog Kennel Build Appeal

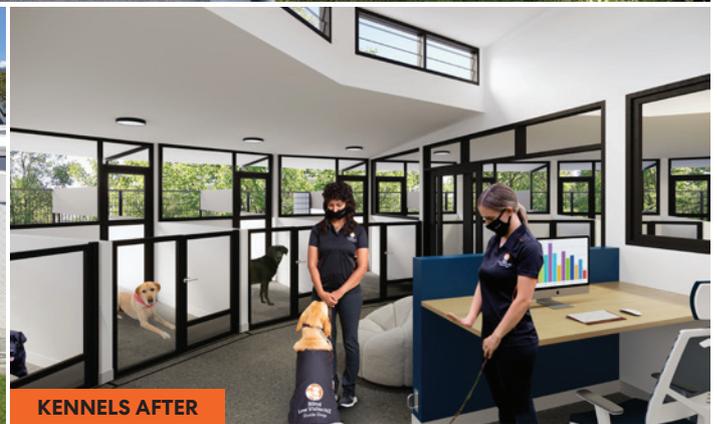
As an overview* we are asking our generous supporters and the public of New Zealand to help Blind Low Vision NZ to raise **\$10 million** over the next 18 months to ensure we can build a new and fit for purpose kennel for our guide dogs in training. Our current kennels are now 35 years old, have reached their end of life, and unfortunately are no longer conducive to the development of our guide dogs in training. The build of our new kennels is part of our holistic approach to breeding, training, and graduating successful guide dogs. From continually reviewing our processes and protocols, to keeping up with international best practice standards. What we identify as international best practice when introducing our dogs to kennels, is not what we currently have.



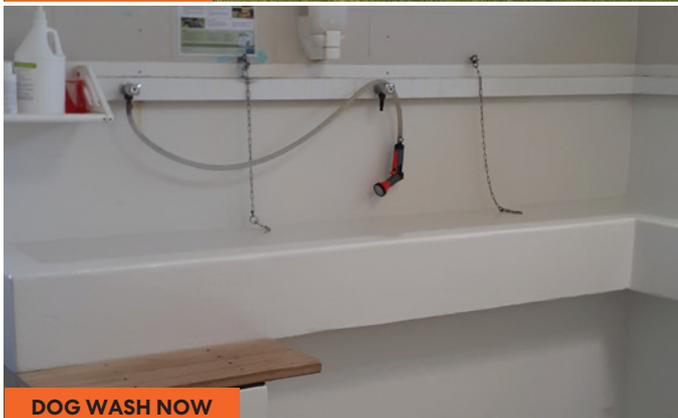
POOL NOW



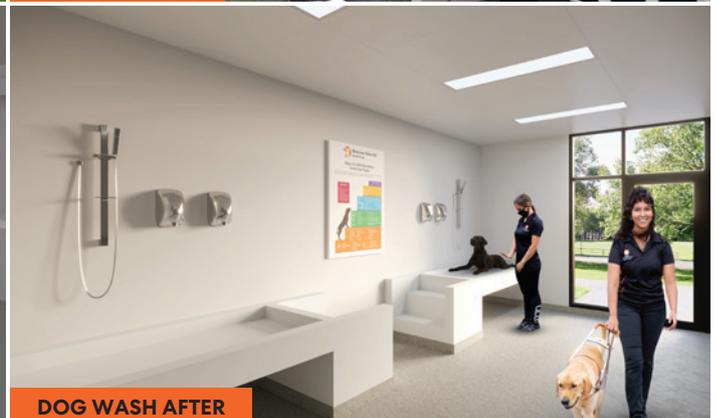
KENNELS NOW



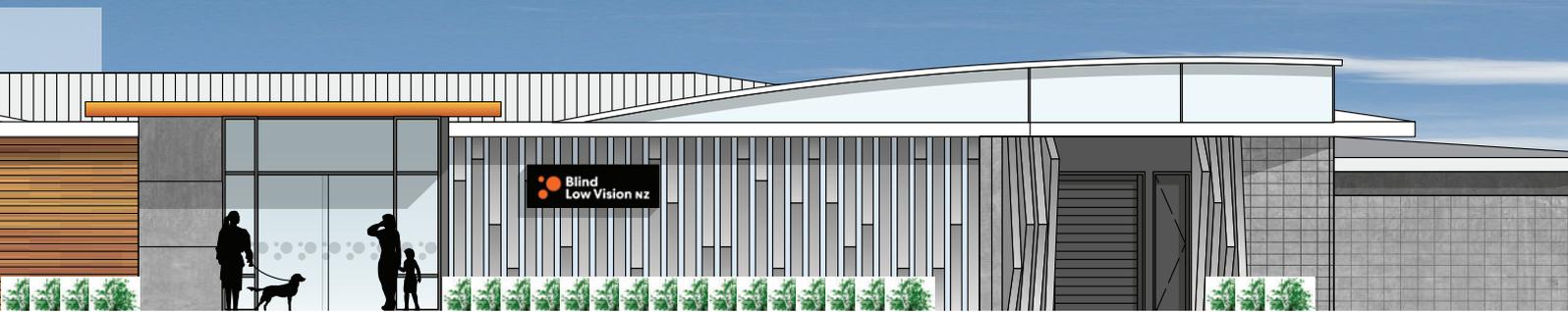
KENNELS AFTER



DOG WASH NOW



DOG WASH AFTER



We want to provide greater open and shared spaces for our dogs to socialise. Unfortunately, this isn't possible in the current environment of our kennels, where often our dogs can hear but not see each other, which for some dogs can be a source of anxiety. The new facility will also include a separate isolation unit to limit the spread of infections such as kennel cough, a dedicated vet room, a hydrotherapy pool for dogs to exercise, cool off and play and undertake physiotherapy. In addition to the open spaces and areas dogs can socialise, there will be another enrichment 'play park' that will be more controlled. This will include different surfaces so that dogs don't fear or avoid such surfaces in the real world (could include gravel, bark, bush walk) along with 'unusual' structures such as statue's, fountains and children's playground equipment. Steps and ramps will improve balance, coordination, and confidence along with places to work on and improve recall.

Each year, we breed around 100 potential guide dogs, of which around 40 will graduate. However, each year we also have a waiting list of up to 50 New Zealanders waiting for a guide dog to support them to live independent lives. On average, the time potential guide dog handlers are on our waiting list is up to 2 years.

Training to become a guide dog is one of the most intensive programmes of all service dogs, unlike (for example) sniffer dogs within customs, who use their natural instincts to do their job, whereas training to be a guide dog, what we ask them to do sometimes goes against the natural instincts of sniffing the ground, scavenging, and becoming distracted by other dogs. As such, becoming a guide dog requires a unique set of skills, so we really need each dog to want to take on the job and thrive in doing so. This means that both in New Zealand, and internationally, guide dogs require a very high level of concentration and skill to keep their handler safe, and therefore succeeding on the program is extremely challenging. This results in many of our dogs being reassigned to other duties. Fortunately, due to their high level of training, many of our dog who don't go on to be guide dogs, do go on to be service dogs in other capacities.

Ultimately, building new kennels for our guide dogs in training will ensure happier, healthier guide dogs who are ready to take on the role of providing independence to blind and low vision people across New Zealand.

***please let us know if you'd like a copy of our full Guide Dog Kennel Appeal prospectus.**

How you can support

(We can't paw-sibly do this without you!)

To ensure Paws for Purpose is a barking success, we need generous individuals and companies just like you to sponsor the event, and we have a number of options available:

Overall Sponsor - \$25,000

By becoming the overall sponsor for our event, you will receive the right to include your name or company name within the title of the event itself, and this would then be included throughout our media, collateral, website, and other agreed exposure. Overall sponsorship also includes an invitation to our celebration event at the Park Hyatt on 23rd March, and of course your very own unique piece of Dog Art. As overall sponsor, you would also receive a VIP private tour of the exhibition at the beginning of March 2023. You will also be included on the recognition wall within our new Kennels.

Event Sponsor – \$10,000

This sponsorship covers the cost of our celebration event at the Park Hyatt, with the opportunity to name an item on the menu, recognition within the programme, and agreed exposure across our media and website as appropriate. This sponsorship also includes the opportunity for up to 4 people to attend this celebration event. You will also receive a special invitation to an afternoon tea at the Park Hyatt.

Individual Dog Sponsor - \$5,000 per dog

Sponsoring our individual pieces of Dog Art is critical piece to the success of our event, and it is our aim to get as many dogs sponsored ahead of the event as possible. In return you will receive a unique piece of art, by a talented New Zealand artist. Your name or logo would be included in the plaque with your dog, and in more details on our online portal. You will also be invited to attend our celebration event.

Once our dogs are all painted, sponsors will be able to choose their own dog. This will be done in the order in which sponsors come on board. So whilst all our dogs are being created by talented artists, the sooner you get involved, the wider the pack of dogs you have to choose from.

Some sponsors have expressed an interest in collaborating with an artist they already know, we encourage and can help facilitate this.



To find out more and support Paws for Purpose, please get in touch with Gwen Green, GM Fundraising.

Email: ggreen@blindlowvision.org.nz | Phone: 022 017 1011

Or you can get in touch with Bernadette Murphy, Fundraising Manager

Email: bmurphy@blindlowvision.org.nz | Phone: 022 035 9339

In particular Bernadette would love to hear from you if you know an artist who'd like to get involved.



PAWS FOR
PURPOSE

Thank You



**Blind
Low Vision NZ**
Guide Dogs

blindlowvision.org.nz

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