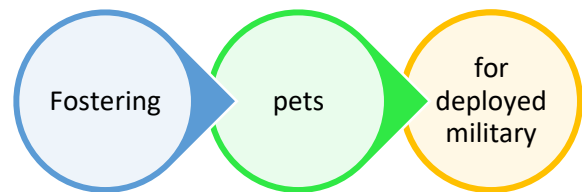


The 3 Biggest Mistakes of New Animal Rescues

Failing to target or niche their rescue.

Targeting your rescue to provide a specific type of help, for selected animals, for a particular community, will help make your rescue stand apart, and gain wider support.

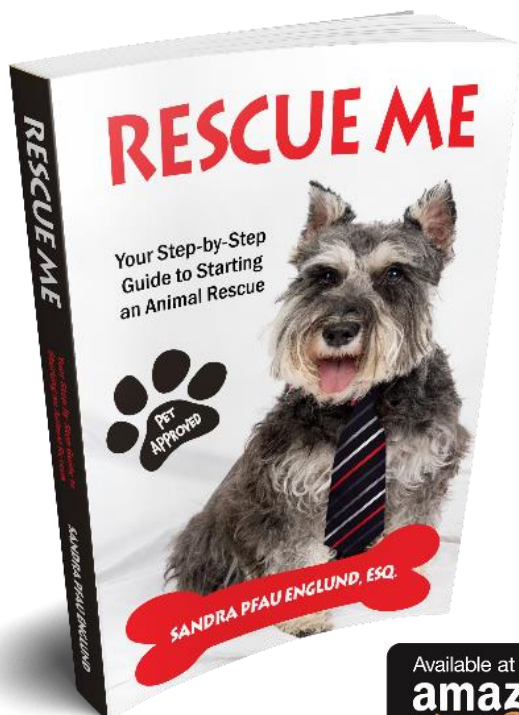


Failing to plan how to fund their organization.

Assuming that enough donations will come in to fund a new rescue is one of the biggest mistakes made. Planning for a diverse source of funding provides the greatest chance at success. Nonprofit groups may charge fees for some services. It's also a good idea to let people know the actual cost of food, veterinary care and other costs, and seek sponsorships to cover specific activities.

Failing to operate their rescue like a business.

Nonprofits may not have “owners” or stockholders, but in most other respects they are, and should be managed like, a business. Just like for-profit businesses you must bring in more revenue than you spend or you won't be around long-term. Nonprofits may obtain exemption from some taxes, like federal and state income tax, and sales tax in states, but nonprofit groups must pay employment and other taxes. Just like any business, you need operating and marketing plans, and to stay informed of all the rules and requirements to operate your animal rescue business legally.



Rescue Me: Your Step-by-Step Guide to Starting an Animal Rescue, provides everything you need to get started and operate a rescue. Sandy takes out the legalese, puts in the common sense and provides practical pointers all along the way.

Author Sandra Pfau Englund, an attorney, has been helping people start nonprofit organizations for more than 20 years. An attorney, Sandy founded 'RENOSI, Inc. to simplify the process of getting, and keeping, nonprofit groups in compliance with federal and state laws.

For more information about the books and the author, and for the media kit, see the author's website at sandrapfauenglund.com.

To book interviews and appearances contact Kathy Weideman at 703.304.1204 or kathy@myrenosi.com.