

WAG TAGLINE & POSITIONING STATEMENT

This document expresses the core identity of the organization. Intended to be used with board, staff and others to define the organization, it provides vetted language to use in other communications.

TAG LINE:

WAG IS A SHELTER FULL OF HOPE AND PROMISE.

POSITIONING STATEMENT:

WAG is the regional resource for companion animals – our programs foster respect for animals by offering support and education to pet owners. We are the safety net for lost, abandoned, and harmed animals in the region – we provide the best quality of life and offer the best outcome for every animal in our care.

BACKGROUND DETAIL:

WAG *Matchmaker Program* has 100% success rate: all animals in our program are placed in permanent homes. To prepare an animal for its forever home, WAG provides medical care, behavioral training, and socialization. Our *Matchmaker Program* allows us to match the lifestyle, needs, and experience of adopters with the animals we've become so familiar with.

From Whistler to Lillooet, WAG offers hope to all animals in need. Through veterinary care, spaying and neutering, diverse social experiences, attentive training, exercise and mental stimulation, volunteers and staff provide a high quality of life for the animals.

WAG dogs spend their days walking, playing, training, and lounging outside of their kennels. WAG cats enjoy the perches, scratching posts, cubby holes and windows of the common cat room. Animals are tended by WAG staff and volunteers who have a huge impact on the lives of WAG animals.

Support from individual and business donors allows WAG to provide an exceptional quality of care to its animals.

WAG's *Second Chances* program serves animals with special needs who might otherwise not receive essential medical and rehabilitation services.

WAG is a resource for the Whistler region providing community education and advocacy. WAG provides community programs including a lost & found service, spay and neuter services. WAG provides leadership for responsible pet ownership through educational programs in schools and in the community.

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associates

