

MINUTES OF THE MEETING OF THE BOARD OF DIRECTORS OF TRIPAWDS FOUNDATION

A meeting of the Board of Directors of Tripawds Foundation was held by conference telephone on June 19, 2015, at 11:00 a.m. The following directors were present: Jim Nelson, Rene Agredano and Ralph Kanz. A quorum for the transaction of business was present at all times.

The President called the meeting to order.

Topic 1: Completion of the Tripawds Community Fund #1

The President reported that the Tripawds Community fund is nearly complete with just \$283 left to meet our funding goal of \$12,000. The Board discussed next steps to establish a new fund and agreed to publish a report showing how much of the \$12,000 has been spent and on what, and where the remaining funds will be directed (see Topic #2).

Topic 2: 2016 Tripawds Community Fund

The Board discussed ideas for the Foundation's next projects to commence after the first Community Fund goal is met.

On motion duly made and seconded, the Board concluded that pursuant to the organization's goals of furthering education and support via the Tripawds website, the organization will establish the 2016 Tripawds Community Fund with a goal of \$15,000.

The fund will commence by depositing the \$3,412 donation received from That Pet Place and Zuke's. This donation will be directly applied to design and production of 5,000 professional educational outreach brochures for distribution to veterinary offices to help pet parents make better informed decisions when facing amputation decisions.

The Board is currently in the process of outlining budgetary needs for this fund, which will also include line items such as:

- Three years of support for Tripawds telecommunications infrastructure maintenance and upgrades, and administrative costs (postage and mailing supplies, printing, etc.)
- Funding for materials and postage to create thank you gifts for donors in the \$100+ category. Board member Agredano will continue donating her labor to create these gifts.
- Continued funding for the Tripawds Community telephone-based support hotline, with additional funds set aside in the event we need to increase our minutes plan, currently set at 500 minutes per month.
- Additional projects to be discussed by the Board to more directly help community members in mission-specific ways.

Topic 3: Tripawds Outreach Materials

The Board agreed to delay production of large-scale veterinary outreach collateral packages and instead create a more cost-effective simple tri-fold brochure. After receiving helpful content development feedback from Tripawds volunteers, including a veterinarian, over 250 Tripawds Outreach Brochures have been printed. Early distribution to targeted veterinarians

and associations has been overwhelmingly positive. Several have contacted us for brochures they can distribute at their clinics. With the 5,000 additional brochures being printed with That Pet Place Funding, a large-scale distribution effort will occur in Q3 and Q4 of this year. The Board also approved a motion to include a “This Brochure Made Possible by Funding from That Pet Place” message on these materials.

The Board is currently examining cost-effective distribution channels for mailing of brochures and accompanying stand-up displays to veterinarians.

Topic 4: Tripawds Foundation Media Outreach

The Board discussed current activities that are increasing public awareness of the Tripawds Foundation via industry-specific media outlets. Organizations such as the American Animal Hospital Association, TailsInc.com and others are accepting guest article submissions from Tripawds to further our mission.

Topic 5: Tripawds Telephone Helpline

The Tripawds Helpline is off and running with seven volunteers who staff the phones at least two hours each day of the week. We are currently on month 3 and although helpline usage averages about 3 calls a week, public response has been positive. We expect that as brochures become more widely available to veterinary offices the helpline will get busier.

Topic 6: Tripawds Foundation Networking Opportunities

The President and Secretary attended the Blog Paws pet blogger conference in May as representatives of Tripawds Foundation. They received warm response and enthusiasm from non-profit veterinary associations and for-profit pet-centric companies who, although declined to give direct financial support, have offered to assist in other ways such as providing printing services for future collateral needs, and utilizing their own Internet presence to reach audiences via articles and social media interaction.

Topic 7: Tripawds and Greyhounds Rock Fredericksburg Event Contribution

Tripawds Foundation and the non-profit Greyhounds Rock Fredericksburg conducted a joint event on May 23 and 24 of this year. Funds raised by Greyhounds Rock totaled approximately \$680 net, which was to be split 50/50 between the two groups. However, the Board unanimously decided to donate Tripawds' \$340 share back to the Greyhounds Rock organization to further their mission of funding pet cancer research projects.

After discussion, the Board agreed that the next meeting will take place at a time to be determined by the board.

There being no further business to come before the meeting, the meeting was unanimously adjourned.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Rene Agredano". The signature is stylized and written in cursive.

Rene Agredano, Secretary