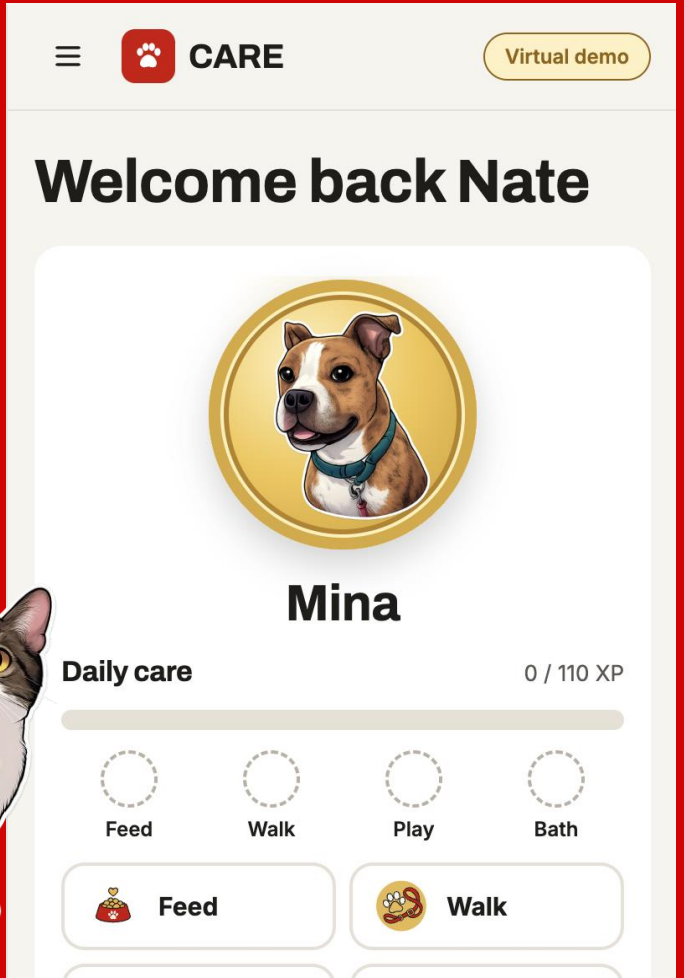
Community Animal Rescue Effort

C.A.R.E.

Matching people with pets since 1987

Nate Glasman, Matt Go, Noah Lamb, Ericka Lu, Pooja Rajesh, and Claire Squire





How might we reduce length of stay for animals at CARE by engaging potential adopters virtually?

CARE has highly adoptable animals

- 98% live release rate v. >90% rate to be considered a "No Kill" organization

CARE has limited interactions with the public

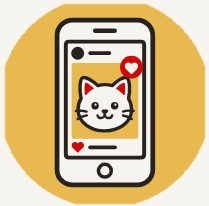
- It is open 2nd, 3rd, 4th Saturdays 12-3PM
- Adopters can also schedule 1-on-1 pet visits

Only certified counselors can facilitate adoptions

- Long training and certification process
- CARE currently has 6 adoption counselors



Build awareness and engagement of available animals at CARE with virtual pet app



Virtual Adoption

- Take a personal quiz to get matched with current CARE pet
- Learn important facts and read bios for each animal
- Virtually adopt a pet to your digital home



Earn Rewards

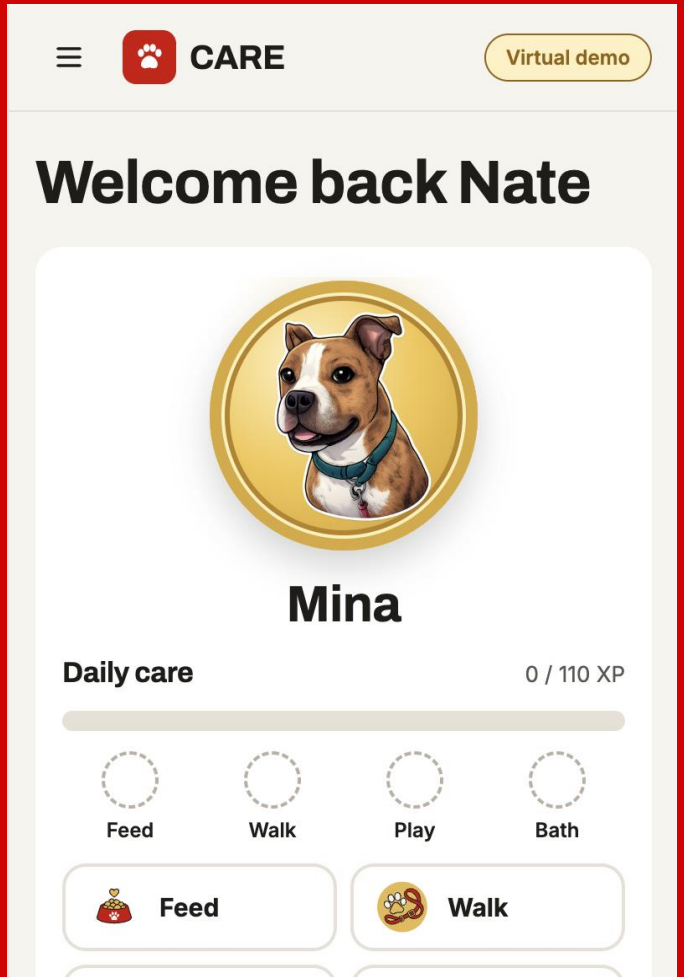
- Feed, walk, play, and bathe pets to build a bond
- Complete daily activities for in-app XP and build care streaks to encourage recurring engagement
- Collect exclusive support stamps



Take Action

- Capture images and share directly on social outlets to facilitate widespread awareness
- Donate or sign up to Volunteer to support CARE
- Schedule a 1-on-1 meet & greet to meet your virtual pet in real life

Demo


CARE
Virtual demo
Welcome back Nate
Mina
Daily care
0 / 110 XP
Feed
Walk
Play
Bath
Feed
Walk