

SoCal Animal Response Team Public Relations Plan

Representatives

Joelle Al Nazal

Sophia Bernardo

Kole Graham

Kelly Hoang

Chloe Scialo

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Issued By:

Tuffy PR

Contact Information:

sophiabernardo001@csu.fullerton.edu

(714) - 400 - 4148

Table of Contents

| | |
|-------------------------------|--------------|
| Table of Contents | 2 |
| Executive Summary | 3-4 |
| Qualification | 5-6 |
| Introduction | 7 |
| Research | 8-10 |
| SWOT Analysis | 11 |
| PEST Analysis | 12-15 |
| Problem Statement | 16 |
| Planning | 17 |
| Key Messages | 18 |
| Implementation | 19-20 |
| Calendar | 21-22 |
| Budget | 23 |
| Evaluations | 24-25 |
| Challenges and Lessons | 26 |
| Appendix | 27-32 |
| References | 33 |

Executive Summary

Tuffy PR aims to launch a strategic public relations campaign for the SoCal Animal Response Team (SCART). The two-month campaign, spanning from March 1st through April 30th, 2024, aims to elevate awareness of the nonprofit organization. Our multifaceted approach involves leveraging social media platforms, designing graphics and flyers, and creating and sending out news releases. Tuffy PR seeks to gauge success through increased media coverage, social media engagement and event success rates. Our main objective is to increase awareness of SCART's mission to help animals in need.

Our team developed tactics and strategies to promote their Dog Toy Distribution Event on April 28th within the span of one month. We gained moderator access to the social media platforms SCART currently has an account on, and implemented social media tactics; such as creating graphics and flyers and utilized the offerings of each social media platform to promote the event. To encourage pet lovers in the area to attend the event, we regularly posted "save the date" flyers, and posted recap videos from successful past events.

While promoting the event on SCART's social media accounts, our second objective was to gain fifty new followers on their Instagram, and increase engagement and activity by April 30th. In order to achieve this goal, each member of Tuffy PR reposted each post we created on our individual Instagram accounts. As SCART had very few followers prior to our group frequently posting on their accounts, this tactic exposed SCART's accounts to our personal followers, and potential new followers. In order to attract potential followers, we utilized creative workspaces such as Canva, Adobe Premiere Pro, and Adobe Photoshop to create eye-catching posts that people would enjoy seeing.

To cultivate an even greater following for SCART, our team reached out to ten news outlets, to future our outreach for the April 28th event. In doing so we conducted research on specific news outlets, journalists, and editors to compile a media list containing potential contacts. We cross-referenced, and reached out to our contacts by writing personalized emails, drawing on information acquired from previously published stories to appeal to the specific individual.

Since SCART is a 501(c)(3) nonprofit organization, there was no budget for this two-month campaign. Tuffy PR calculated their campaign budget based on the amount of labor hours used on the research, planning, and implementation processes.

Qualifications

Joelle Al Nazal



Joelle Al Nazal is a senior at California State University, Fullerton majoring in Communications with a concentration in Public Relations. Joelle is interning with Bluecrest as a Communications Planner. Alongside that, she is working in the sales department at a Pilates Studio to financially support herself through her college career. After graduation Joelle aims to find a career involving social media advertising/campaigning.

Sophia Bernardo

Sophia Bernardo is a senior at California State University, Fullerton where she is double majoring in Dance and Communications with a concentration in Public Relations. Currently interning at Communications Lab, Sophia works alongside the Social Team as a social media intern involved in various aspects of social media implementation. She is also the social media manager for FUSE Dance Company and Nancy Evans Dance Theater. Sophia's unique background in both dance and communications equips her with a distinctive perspective, making her a valuable asset within the intersection of arts and public relations. After graduation Sophia will look to combine her passions and pursue a career in public relations, with a focus on the arts.



Kole Graham



Kole Graham is a junior at California State University, Fullerton where he is currently pursuing a degree in Communications with a concentration in Public Relations. On top of being a full time student, Kole is currently the president and the social media manager for the men's club baseball team at CSUF. The years Kole has spent as a teammate and social media manager, has equipped him with the tools to work well in a group setting, as well as run a social media page in a professional manner. Upon graduating from university, Kole aims to work within the field of baseball.

Kelly Hoang

Kelly Hoang is a junior at California State University, Fullerton majoring in Communications with a concentration in Public Relations. She is minoring in Child and Adolescents Studies, hoping to double-minor in Marketing.

Kelly is the President of the student-run chapter of the non-profit organization called CardzForKidz where her primary roles are managing a team of student board members and planning volunteer events, fundraisers, and social events throughout the semester. She is also the Director of Communications for her Event Planning and Management class and is working with a team to plan the Garden Flea Market at the Fullerton Arboretum. After graduation, Kelly aims to embark on a career revolving around social media marketing, non-profit management, or event planning.



Chloe Scialo



Chloe Scialo is a junior at California State University Fullerton, majoring in Communications with a concentration in Public Relations. She is currently working at Baskin Robbins to fund her education. Chloe hopes to pursue a career as a social media manager for a professional sports team.

Introduction

Established in 2005 and originated in Southern California, the SoCal Animal Response Team (SCART) was started by a group of animal-loving citizens with the goal that all animals are taken care of and saved from the horrors of being abandoned or left behind after a disaster or crisis. SCART is a non-profit organization dedicated to providing emergency response services to animals in crisis across Southern California. SCART's committed team steps-in during natural disasters and emergencies to ensure the safety and well-being of animals, leveraging expertise and compassion to mitigate the effects of unforeseen events. Despite the tireless work of its board members, SCART faces a critical need for volunteers to enhance its response capabilities and reach. With a vision to extend aid more effectively throughout the region, SCART invites community members who are passionate about animal welfare to join its ranks and help make a significant difference in times of need.

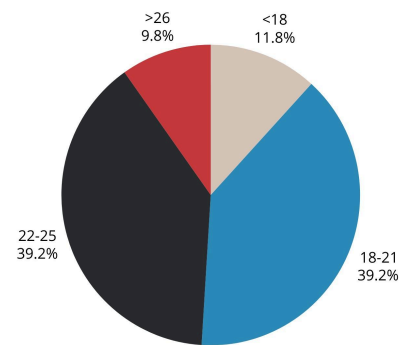
Tuffy PR recognizes the profound impact of SCART and is committed to amplifying its mission through strategic communication. Our strategy aims to craft a narrative that underscores the Foundation's rich history, raise awareness and gain volunteers. We aim to not only raise the overall awareness of SCART and number of volunteers, but also cultivate a deeper understanding of the profound impact that the non-profit holds when natural disasters occur.

Our campaign will increase the overall awareness of the SoCal Animal Response Team by utilizing social media tactics, designing flyers and graphics, creating news releases, and event planning. By amplifying SCART's online presence we can amplify the campaign's reach and inspire a wider audience to get involved.

Research

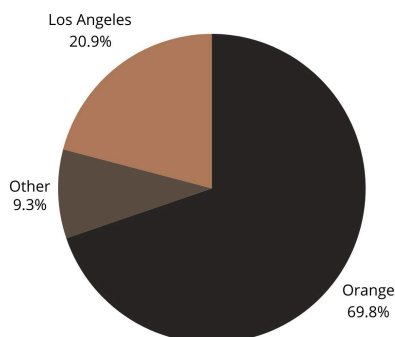
Age

SCART is committed to engaging a diverse group of community members who are dedicated to promoting animal welfare. The organization primarily targets volunteers who are 18 years of age and older. However, enthusiastic younger volunteers, specifically those who are 16 to 17 years old, are also encouraged to participate when accompanied by a guardian. SCART's various initiatives, such as a recent dog toy distribution, rely heavily on the contributions of volunteers from different backgrounds. Their involvement is crucial, not only in providing direct aid to animals in need, but also in cultivating a community-wide spirit of compassion and cooperation throughout Southern California.



Geographic

The SCART is a critical organization primarily serving the counties of Orange, Los Angeles, Riverside, San Bernardino, and San Diego. SCART is dedicated to assisting animals during emergencies and disasters within this densely populated and diverse region. Although

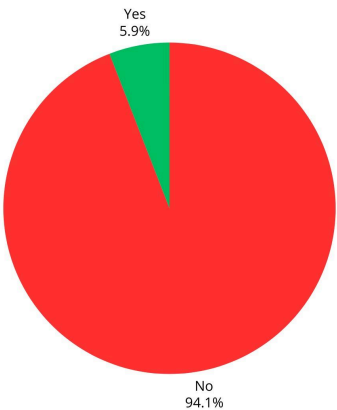


they focus on these Southern California counties, SCART has the potential to extend its services throughout the state if adequate funding and sponsorships are secured. In the past, there have been requests for their assistance in Northern California during large-scale emergencies; however, limitations

in funding have restricted their capacity to respond to these calls beyond their primary geographic scope.

SCART Awareness

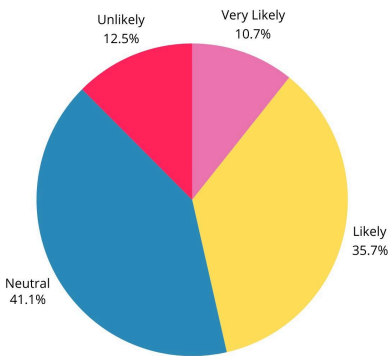
Despite being a nonprofit organization that needs volunteers in order to operate, SCART has done little to raise their awareness. From the lack of a social media presence, to little publication about what the organization does for the community, it is no surprise that many people do not know about their efforts to help animals in the Southern California area. Prior to our group posting on their social media platforms, their Instagram had a total of 34 followers, Facebook had 430 followers, and X only had 31.



With social media being one of the main means in which people get their information, SCART should invest more effort into their social media in order to raise the organizations awareness. Raising awareness about SCART is essential for enhancing community preparedness and support, ensuring that no animal in need goes without help during unforeseen emergencies.

SCART Volunteers

The Southern California Animal Response Team (SCART) urgently needs more volunteers to help fulfill its mission of providing critical support and rescue services for animals



during emergencies. Currently, the organization's dedicated board members are tirelessly covering multiple roles, but the absence of additional volunteers significantly limits SCART's ability to respond effectively in times of need. Volunteers are essential to expand the reach and effectiveness of SCART's

efforts, ensuring that more animals receive timely assistance during disasters. Those aged 18 and over are encouraged to contribute, and motivated individuals aged 16 and 17 can also participate when accompanied by a guardian. This is an invaluable opportunity to make a direct impact in the lives of animals and support an essential community resource in desperate need of more support.

SWOT Analysis

| | |
|--|--|
| <p style="text-align: center;">Strengths</p> <ul style="list-style-type: none">● Dedicated and passionate team members committed to animal welfare● Well-established network with local authorities and organizations● Comprehensive training programs for team members | <p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none">● Limited funding and resources● Reliance on volunteers● Limited social media presence |
| <p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none">● Collaborate with local businesses● Expand educational outreach programs● Foster partnerships with neighboring animal response teams● Leverage social media | <p style="text-align: center;">Threats</p> <ul style="list-style-type: none">● Weather: Natural disasters or emergencies● Public misconception or lack of awareness● Change in local regulations or policies● Competition for grants and donations |

PEST Analysis

Political Factors

As a nonprofit organization, SCART operates under specific regulations that govern its activities, including restrictions on political involvement. In the United States, most nonprofit organizations are classified under IRS tax code 501(c)(3), which exempts them from paying federal income tax due to their charitable nature. One of the key stipulations for maintaining this tax-exempt status is that the organization must not participate in any political campaigns or substantially engage in lobbying activities. This means SCART cannot endorse political candidates, make donations to political campaigns, or engage in substantial lobbying efforts. These restrictions are in place to ensure that nonprofits focus on their charitable missions and maintain a neutral stance in political matters, thereby upholding their primary purpose of serving the public good without political bias.

During our weekly client meeting with Susan Keyes, the President of SCART, she expressed that the public tends to have strong opinions regarding issues revolving around animal welfare. If the political affiliation of a nonprofit becomes controversial or associated with negative events or actions, it can tarnish the organization's reputation. This can result in negative media coverage, public backlash, and a loss of credibility that may take a long time to recover from. Being associated with a specific political affiliation can lead to the perception that the organization is biased or partisan in its activities and decision-making. This can undermine trust in the organization's impartiality and credibility, especially among those who do not share the same political views.

Economic Factors

Nonprofit organizations often face challenges in securing sufficient funding to support their programs and operations. Unlike for-profit businesses, nonprofits typically rely on donations, grants, and other forms of philanthropic support to sustain their activities. This reliance on external funding sources can lead to financial instability, especially during economic downturns or when competing for limited resources with other organizations. SCART's lack of funding can impact their ability to plan and execute events and provide resources to the local community.

Fundraising events play a crucial role in generating revenue for many nonprofits. These events can range from auctions to charity runs and online crowdfunding campaigns. However, organizing successful fundraisers requires significant time, effort, and resources, and there is no guarantee of achieving fundraising goals. Moreover, fundraising efforts may be constrained by factors such as donor fatigue, competition from other causes, and logistical challenges. For example, SCART had planned to host a fundraising event in collaboration with the Kendra Scott jewelry company for sometime in the month of April. However, due to logistical complications and Kendra Scott's lack of communication, the fundraising event did not happen. This caused SCART to lose the opportunity to raise funds for their organization during the month of April. Luckily, they have other fundraising events planned for later in the year, which should help sustain the organization for the time being.

Social Factors

Understanding the demographics of the communities SCART serves is crucial for tailoring its services effectively. Factors such as population size, density, age distribution, and socioeconomic status can influence the types and frequency of animal-related emergencies and the demand for SCART's assistance. As mentioned in the geographic section of the research, SCART primarily serves the counties of Orange, Los Angeles, Riverside, San Bernardino, and San Diego. Therefore, understanding the needs and wants of these communities will increase the effectiveness of SCART's operations.

Public attitudes and perceptions toward animals, disaster preparedness, and emergency response efforts can influence the level of support and engagement SCART receives from the community. Positive attitudes toward animal welfare and a proactive approach to disaster preparedness can foster collaboration and partnership opportunities with individuals, businesses, and other organizations.

The prevalence of social media, online platforms, and traditional media outlets can significantly impact SCART's ability to communicate with the public, raise awareness about its mission and services, and mobilize support during emergencies. Utilizing diverse communication channels and strategies can help reach a broader audience and facilitate timely response efforts.

Technologic Factors

Social media platforms are valuable tools for raising awareness about SCART's mission, engaging with the community, and mobilizing support during emergencies. A strong social media presence can help SCART reach a broader audience, share real-time updates and information, and facilitate donations and volunteer recruitment. However, the absence of a social media presence or inadequate resources to manage social media accounts can limit SCART's visibility and outreach efforts.

The proficiency of SCART's organizational members in using technology tools and platforms can impact the organization's overall effectiveness. Non-tech-savvy members may struggle to adapt to new technologies, utilize communication and collaboration tools effectively, or troubleshoot technical issues during response operations. Providing training and support to improve technological literacy among team members is essential for maximizing SCART's operational capabilities.

Problem Statement

The public is unaware of the SoCal Animal Response Team, in terms of the organization's purpose and offerings. The cause of this problem is due to the lack of social media presence, specifically used to reach out to potential volunteers from the intended audience. It is also due to the outdated website, and the lack of outreach team or committee members.

Key Audiences:

Primary Audiences:

Our primary audience is people between the ages of 18 and 55, with the exception of 16/17 year olds that are supervised by a guardian.

Secondary Audiences:

Our secondary audiences will be parents who come and volunteer with their children, new outlets to help us spread the word about SCART, and influencers that also help spread the word.

Planning

Goal

Tuffy PR plans to increase overall awareness for the SoCal Animal Response Team among individuals between the ages of 18 and 55, with the exception of 16-17 year olds with a guardian.

Objectives

1. To help SCART develop tactics and strategies to promote their Dog Toy Distribution Event on April 28th within the span of one month.
2. Gain 50 new followers on Instagram and increase engagement and activity by April 30th.
3. Send out news releases to 10 news outlets, and get a response from at least one news outlet to help spread publicity for the event on April 28th.

Detailed Goal Objective

Our goal is to create a strategic communication plan in order to increase overall awareness for the SoCal Animal Response Team (SCART) regarding volunteer opportunities and informative seminars. Our focus is on individuals between the ages of 18 and 55, with the exception of 16-17 year-olds with a guardian, residing in the counties of Orange, Los Angeles, Riverside, San Bernardino, and San Diego—and additionally, if resources are available, other counties within Southern California may also be included. Educating our target audiences about SCART and their offerings, available resources, events, fundraisers, and volunteer opportunities will inspire individuals to support the non-profit's cause.

Key Messages

The key message to this campaign is to get the public to learn more about SCART and to volunteer with them.

| Key Messages to Primary Audience | Keys Messages to Secondary Audience |
|---|--|
| <ul style="list-style-type: none">● “College students with pets!” Join SCART and make a difference in your community! Volunteer opportunities available now!"● "Calling all families with dogs! Learn how to keep your furry friends safe during emergencies with SCART's informative seminars."● "OC Residents, get involved with SCART and be prepared to lend a helping hand when disaster strikes!" | <ul style="list-style-type: none">● “Join our high school volunteer opportunities to help make an impact on our pets and your future!”● “SCART is on a mission to help animals in need, and we need partners like you! Join forces with us for rescue adventures and make a lasting impact!"● “You don’t need a pet to save one! Join SCART’S volunteer team and lend a helping paw in times of animal disasters!” |

Implementation

Objective One: To help SCART develop tactics and strategies to promote their Dog Toy Distribution Event on April 28th within the span of one month.

- **Strategy:** Social media tactics; such as creating graphics and flyers and posting stories. Utilize the offerings of each social media platform to promote the event.
- **Tactics:** Make “Save the Date” post to share across all social media platforms, sharing it with friends and family, as well as word-of-mouth to get more people to come. Create a Facebook event post, sending out automatic event reminders to followers of the account.
- **Tools:** Social media platforms such as Instagram, Facebook, NextDoor and X (Twitter).

Objective Two: Gain 50 new followers on Instagram and increase engagement and activity by April 30th.

- **Strategy:** Gain moderator access to the social media accounts SCART has and run them. Create posts for people to engage with and be interested in.
- **Tactics:** Create educational and informationals posts to promote SCART’s overall purpose and goal. Share posts on our personal social media accounts as well as spread the word about SCART’s social media to people in our personal lives; friends, family, coworkers and more.
- **Tools:** Utilize creative workspaces such as Canva, Adobe Premiere Pro, Photoshop etc., research, an editorial social media calendar, and a compilation software called Linktree to organize our resources into one collective space.

Objective Three: Send out news pitches to 10 news outlets, and get a response from at least one news outlet to help spread publicity for the event on April 28th.

- ***Strategy:*** Conduct research on specific news outlets, journalists, and editors in order to compile a media list containing potential contacts.
- ***Tactics:*** Cross-reference and Reach out to media contacts by writing personalized emails, drawing information acquired from previously published stories to appeal to the specific individual.
- ***Tools:*** Utilized Google Spreadsheet to create an organized media list; used a reference media list provided by SCART.

Calendar

MARCH 2024

| SUN | MON | TUE | WED | THU | FRI | SAT |
|---|-------------|------------|---------------------------------------|--------------------------|-----|-----|
| | | | | | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12 | 13 Meeting @ 10:30 AM | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 Meeting @ 10:30 AM | 21 | 22 | 23 |
| 24 Notes for 25th: • send LOA • write news pitch • create timeline | 25 Send LOA | 26 Week 10 | 27 Meeting @ 10:30 AM ?'s answered | 28 Send out News Release | 29 | 30 |

APRIL 2024

| SUN | MON | TUE | WED | THU | FRI | SAT |
|------------------------------------|--|---|--|--------------------------------------|--|----------------------|
| 31 Posts Made by EOD Sunday | 1 Last minute changes during meeting | 2 Spring Break | 3 Meeting @ 10:30 AM | 4 | 5 ADD LINK TREE TO ALL SOCIALS | 6 |
| 7 | 8 Create ?'s doc Week 11 | 9 | 10 Social Media Post Meeting @ 10:30 AM | 11 Have outline completed | 12 Social Media Post | 13 |
| 14 | 15 Create ?'s doc Week 12 | 16 Social Media Post TOD: Earthquake | 17 Meeting @ 10:30 AM TOD: Wildfire | 18 Social Media Post | 19 Create ?'s doc TOD: Flood TOD: Heat | 20 Social Media Post |
| 21 Social Media Post | 22 Meeting @ 10:30 AM Live Content Week 13 | 23 Story Post | 24 Story Post | 25 Story Post Reminder Story Post | 26 Story Post Reminder Story Post | 27 |
| 28 EVENT!! Live Content @ Event | 29 | 30 | | Paper and presentation MUST be DONE | | |

| Item | Proposed Timeline | Actual Timeline | Notes |
|---|--------------------------|------------------------|--|
| First Client Meeting | March 11, 2024 | March 13, 2024 | Client missed meeting due to email complications |
| Created social Media graphics and flyers for the Kendra Scott (KS) x SCART Fundraiser | April 1, 2024 | Revised April 8, 2024 | KS event was canceled so graphics were revised to fit for our Dog Toy Event |
| Kendra Scott x SCART Fundraiser Event | April 14, 2024 | Canceled | Lack of communication from Kendra Scott |
| Post revised social media graphics and flyers for the Doy Toy Distribution Event | April 9, 2024 | April 25, 2024 | Client requested to add logos of sponsors/collaborators on flyers |
| Dog Toy Event | April 21, 2024 | April 28, 2024 | KS canceled too late, location issues |
| Meeting Goal of 50 new Instagram followers | April 30, 2024 | March 31, 2024 | Surpassed our goal of 50 new followers by the end of March and gained 71 followers by April 30, 2024. |
| End our campaign | April 26, 2024 | May 2, 2024 | We need finalizations by April 26 but we didn't finish until May 2. Our event happened later than planned. |

Budget

| Labor | Proposed March | Actual March | Proposed April | Actual April | Total Cost | Total Cost |
|-------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-----------------------|---------------------------|
| Task | | | | | | |
| Client Meetings | 15 hours | 23 hours | 15 hours | 30 hours | \$20/hr | 53 hours = \$1,060 |
| Research | 3 hours | 5 hours | 5 hours | 10 hours | \$20/hr | 15 hours = \$300 |
| Team Meetings | 35 hours | 55 hours | 35 hours | 55 hours | \$20/hr | 110 hours = \$2,200 |
| Writing | 5 hours | 5 hours | 10 hours | 15 hours | \$20/hr | 20 hours = \$400 |
| Event | 0 hours | 0 hours | 6 hours | 7 hours | \$20/hr | 7 hours = \$140 |
| Public Relations | | | | | | |
| Creating News Release | 0 hours | 0 hours | 3 hours | 6 hours | \$20/hr | 6 hours = \$120 |
| Creating Content | 20 hours | 35 hours | 30 hours | 56 hours | \$20/hr | 91 hours = \$1,820 |
| Data Collection | | | | | | |
| Creating Surveys | 0 hours | 0 hours | 2 hours | 2 hours | \$20/hr | 2 hours = \$40 |
| Reviewing Analytics | 0 hours | 0 hours | 3 hours | 4 hours | \$20/hr | 4 hours = \$80 |
| Subtotal | 78 hours | 123 hours | 109 hours | 185 hours | \$20/hr | \$6, 160 |

Evaluations

On April 30th, 2024, we evaluated the overall effectiveness of our campaign outputs during the time period it has run for by comparing them to our objectives.

Evaluation #1

- Our first objective was to help SCART develop tactics and strategies to promote their Doy Toy Distribution Event that was on April 28, 2024 within the span of one month.
 - We evaluated this by seeing how many people came to our event, and how many pallets of dog toys were gone, after we advertised it across social media platforms, and news releases.

Evaluation #2

- Our second objective was to gain 50 new followers on Instagram and increase engagement and activity by April 30, 2024.
 - We evaluated this by taking records of the follower counts before and after we took over the accounts. We reached our goal before our original date, and ended up surpassing the 50 new followers. We did this by creating new graphics and posts to keep followers engaged and posted more frequently than before.

Evaluation #3

- Our third objective was to send out news releases to 10 news outlets and get a response from at least one news outlet to help spread publicity for the event that was held on April 28th.

- We got a response from The Orange County Register and we got a column in the paper for our event. We had guests come out saying they had heard from the paper and one guest brought us a cut-out of the paper with our story.

Challenges and Lessons

When collaborating with SCART, our team encountered numerous challenges and learned some valuable lessons. Our nonprofit had very little, to none, awareness from the public. At the outset of our partnership, on social media, Instagram, Facebook and X (Twitter), had small followings: Instagram had 34 in total, Facebook had 430 and X had 31. Now, after running the social media for a month, we were able to grow the following and get more people aware of SCART. Instagram now has 105, Facebook has 481, and X has 106 followers.

Another challenge we faced was having an event. We had originally planned for a fundraising event with the jewelry company Kendra Scott. This was planned to happen on April 14, 2024 but communication breakdowns thwarted these plans. Despite multiple attempts to reach out, we received no response from Kendra Scott. This required us to quickly pivot, developing a new event concept and securing an alternative venue.

Lessons we learned from this was what it was actually like working with a client. We had some difficulties when first starting and getting in solid communication with our nonprofit. This was tricky to get at first due to having the wrong contact information however, once resolved, our interactions became much smoother.

Another important lesson was understanding the nonprofit's independent timeline, which often did not align with our own schedules. This discrepancy posed significant stress as we struggled to meet deadlines. Learning to adapt to their pace without compromising our objectives was crucial.

These experiences not only tested our adaptability but also enriched our understanding of effective collaboration and event management in the nonprofit sector.



Appendix

Social Media Ed-Cal

| Date | TOW | Time | Channel | Post Type | Copy | Hashtags |
|-------------|-------|-------------|------------------------|--------------------------------|--|--|
| April 3 | Wed | 9:00 AM | Instagram, Facebook, X | Save the Date | Meet the dedicated Board members of SCART! For any inquiries or to connect with a board member, email us at info@scart.us | #SCART #SCARTBoard #BoardMembers #AnimalResponseTeam #ProtectYourPets #OrangeCounty #SoCal #FurryFriends |
| April 5 | Fri | 10:00 AM | Instagram, Facebook, X | Meet the Board | Meet SCART: SoCal's trusted animal response team! We're a 501(c)(3) organization dedicated to protecting and assisting our furry friends during emergencies. We also educate the public on animal care during disasters and crises, as well as raise awareness about animal abuse. Click the link in our bio to discover more about us and find all our social media links and website. Join us in ensuring the safety and well-being of animals in Southern California! | #SCART #AnimalResponseTeam #ProtectYourPets #OrangeCounty #SoCal #FurryFriends #EmergencyPreparedness #AnimalWelfare |
| April 9 | Tues | 9:00:00 AM | Instagram, Facebook, X | Mark Your Calendar | Mark your calendar! Join SCART for a paw-some Pet Toys Giveaway hosted by PATRIOTS AND PRINCES on Sunday, April 28th, 2024, from 9 AM to 12 PM at 1825 Via Burton, Anaheim, CA 92805. Don't miss out on spreading joy to our furry friends! | #SCART #AnimalResponseTeam #ProtectYourPets #OrangeCounty #SoCal #FurryFriends |
| April 11 | Thurs | 10:00:00 AM | Instagram, Facebook, X | Recap Video & National Pet Day | Here's a recap from the South County Pet Expo! Follow along for more recaps and upcoming events! | #SCART #AnimalResponseTeam #ProtectYourPets #OrangeCounty #SoCal #FurryFriends |
| | | | | | STORY: NATIONAL PET DAY | |
| | | | | | Celebrate #NationalPetDay with us! Show your furry friend some extra love today by sharing a photo with them and tagging SCART. | |
| April 11 | Thurs | 9:00:00 AM | Instagram, Facebook, X | Mark Your Calendar | Mark your calendar! This Sunday, April 28th from 9 AM - 12 PM, come out to 1825 Via Burton, Anaheim, for our Dog Toy Giveaway! Bring your furry friends for a morning full of fun and free toys! | #SCART #AnimalResponseTeam #ProtectYourPets #OrangeCounty #SoCal #FurryFriends |
| April 25 | Thurs | 9:00:00 AM | Instagram, Facebook, X | Save the date | Mark your calendar! This Sunday, April 28th from 9 AM - 12 PM, come out to 1825 Via Burton, Anaheim, for our Dog Toy Giveaway! Bring your furry friends for a morning full of fun and free toys! | #SCART #AnimalResponseTeam #ProtectYourPets #OrangeCounty #SoCal #FurryFriends |
| May 1, 2024 | Wed | 10:00 AM | Instagram, Facebook, X | Recap Video | Spreading joy, one wag at a time! A huge thank you to everyone who joined us this past Sunday for SCART's dog toy giveaway. We hope your furry friends left with tails wagging and hearts full. | #SCART #AnimalResponseTeam #ProtectYourPets #OrangeCounty #SoCal #FurryFriends |

Social Media Posts

Stories



TIP OF THE DAY

EARTHQUAKE SAFETY


Keep pets secured. Animals can feel earthquakes before they happen.

They get scared and they will run to find a safe place to stay.

Heavy duty crates are best for your pets during intense earthquakes.

If you use the crate, make sure to have cleaning supplies on hand in case of accidents.

Make a first aid kit for your pets, including blankets, gauze, hydrogen peroxide and more.



TIP OF THE DAY


WILDFIRE SAFETY

Keep pets indoors as much as possible, and keep your windows shut.

Avoid intense outdoor exercise during periods of poor air quality.

Exercise pets when dust and smoke has settled.

Have a pet evacuation kit ready, and include your animals in your disaster preparedness planning.




TIP OF THE DAY

FLOOD SAFETY

Take your pets to the highest floor of your home.

Have a waterproof bag with all their important documents; such as vaccinations, microchip number and your contact information in case your animal gets lost.

If you do need to evacuate, take your pets with you. See if a friend or family member can take your pet if they are in a safe area or find a pet-friendly hotel for the time being.



TIP OF THE DAY


HEAT WAVE SAFETY

Never leave your pets in a car that is off during a heat wave.

Always offer PLENTY OF WATER and shade!

Fans don't work the same for dogs like they do for people, so don't rely on them to cool your pets down.

Watch for signs of heatstroke. They include: heavy panting, glazed eyes, rapid heartbeat, difficulty breathing, lack of coordination, profuse salivation, vomiting, deep red or purple tongue, seizure and unconsciousness.



Instagram Posts

Meet the Board Members:



Caption:

Meet the dedicated Board members of SCART! 🌟 For any inquiries or to connect with a board member, email us at info@scart.us

#SCART #SCARTBoard #BoardMembers #AnimalResponseTeam #ProtectYourPets #OrangeCounty #SoCal #FurryFriends



Caption:

🐾 Meet SCART: SoCal's trusted animal response team! 🐾

We're a 501(c)(3) organization dedicated to protecting and assisting our furry friends during emergencies. We also educate the public on animal care during disasters and crises, as well as raise awareness about animal abuse. Click the link in our bio to discover more about us and find all our social media links and website. Join us in ensuring the safety and well-being of animals in Southern California!

#SCART #AnimalResponseTeam #ProtectYourPets #OrangeCounty #SoCal #FurryFriends #EmergencyPreparedness #AnimalWelfare



Caption:

🐾 Mark your calendars! Join SCART for a paw-some DOG Toys Giveaway hosted by PATRIOTS AND PAWS on Sunday, April 28th, 2024, from 8 AM to 12 PM at 1825 Via Burton, Anaheim, CA 92806. Don't miss out on spreading joy to our furry friends! 🐶🎉
 #SCART #AnimalResponseTeam #ProtectYourPets #OrangeCounty #SoCal #FurryFriends #dogtoysgiveaway

Media List

| Tuffy PR Media List | | | | | | |
|---------------------|----------------------------------|------------|--------------|---------------------------------|-----------------------------|-----------------------------------|
| 1 | OUTLET/CONTACT | FIRST NAME | LAST NAME | TITLE | EMAIL CONTACT | LINK TO STORIES |
| 2 | The Orange County Register | Samantha | Gowen | Pets Editor | sgowen@ocregister.com | Tustin Pet Owners |
| 3 | The Orange County Register | Erika | Chavez | Staff Writer | echavez@ocregister.com | |
| 4 | Sun Newspapers - Seal Beach | Donna | Leedy | Display Sales/Classified/Legals | donna@localnewspapers.org | |
| 5 | Easy Reader News - Hermosa Beach | Kevin | Cody | Publisher/Owner/Editor | Kevin@easyreadernews.com | |
| 6 | Signal Tribune Newspaper | | | | newspaper@signaltribune.com | |
| 7 | Community Animal Network | DiAnna | Pfaff-Martin | | community@animalnetwork.org | |
| 8 | Daily Pilot | Carol | Cornaci | Managing Editor | carol.cornaci@latimes.com | |
| 9 | City News Center | | | | news@socalnews.com | |
| 10 | Anaheim Office of Communications | | | | communications@anaheim.net | |
| 11 | Petsguide & Kidsguide | Liz | Davis | | liz@petsguidemagazine.com | |
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| 20 | | | | | | |
| 21 | | | | | | |
| 22 | | | | | | |
| 23 | | | | | | |
| 24 | | | | | | |

Tuffy PR Media List

News Releases



FOR IMMEDIATE RELEASE

SoCal Animal Response Team is an all-volunteer organization that responds to animals' needs and assists other agencies during a disaster or crisis. We offer assistance to cities with animal sheltering, pet response, and disaster recovery as needed or requested, along with a strong commitment to disaster preparation and education.

SoCal Animal Response Team (SCART) Hosts Dog Toy Distribution Event with Patriots and Paws.

ANAHEIM Calif., - APRIL 17, 2024 — The SoCal Animal Response Team will be holding a dog toy distribution event on Sunday, April 28, 2024, from 8:00 am-12:00 pm at the Patriots and Paws in Anaheim.

SCART received 88 pallets of donations from a pet toy company in Orange County, which includes an array of dog treats and toys. These dog toys and treats were left over from a Christmas project, and the pet toy company would love to have some happy dogs receive early gifts for 2024. There are 21 pallets of apple and peanut butter dog treats and 67 pallets of dog toys (balls, ropes, and plush toys).

Local pet owners will have the opportunity to receive free dog toys and treats at this event. These dog toys and treats were offered to animal shelters, rescues, and other non-profit organizations, so there will be approximately 60 pallets still available for the public. The distribution will take place at Patriots and Paws, 1825 Via Burton, Anaheim, CA 92806.

Patriots and Paws was the perfect organization to partner with for a dog toys distribution to the public. Their Paws Program is working on creating a kennel where the same demographics can kennel their animals at no cost when they have a need.

SCART is a non-profit organization that was founded to respond to animal needs and assist other agencies during local or national disasters or crises. We educate the public to prepare for a disaster and train them to care for their animals before, during, and after a crisis. We also assist local and national agencies by responding to a crisis with trained volunteers, which can include evacuation and shelter management teams. We are an all-volunteer organization and rely on fundraisers and donations to support our team and their efforts.

More information about SCART can be found by visiting www.scart.us

The SoCal Animal Response Team (SCART) is a 501(c)(3), Southern California-based animal disaster response team whose goals are to educate the public on disaster preparedness for their families and pets and to provide assistance to animals affected by a disaster.

Contact:

Susan Keyes
SoCal Animal Response Team (SCART)
18685 Main Street, #101, PMB 458 (mailing address only)
Huntington Beach, CA 92648
Email: scartdonor@gmail.com
Cell: (714) 349-1047

TIN - 59-3821545

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A14 BUSINESS

Monday, April 22, 2024 9 MORE AT FACEBOOK.COM/OCREGISTER AND TWITTER.COM/OCREGISTER

ocregister.com

SOUTHERN CALIFORNIA

Wages jump 5%, beating US increases

Southern California workers got an average 5% increase in wages and salary last year compared with 4.6% nationally.

My trusty spreadsheet looked at the Employment Cost Index for private industry workers.

The index tracks what bosses pay in wages and salaries for 15 regions — including a local area comprising Los Angeles, Orange, Riverside, San Bernardino, and Ventura counties — as well as national patterns.



Jonathan Lannier
Columnist

Local data dates to the end of 2006.

Quick analysis

It's the ninth consecutive year Southern California pay raises topped what US workers got.

Southern California pay hikes for 2023 ranked No. 5 of the 15 regions, topped by Philadelphia (5.8%), Washington, DC (5.5%), Miami (5.4%), and Seattle (5.1%). The Bay Area was second-to-last at 3.9%. Houston raises were lowest at 3.7%

This is the third-straight year local wages were 8% or better.

In 2022, Southern California raises ran 5.8% compared with 5.3% nationally. And in 2021, local hikes averaged 5.5% vs. 4% nationally. That 1.5 percentage-point advantage was the largest gap in this pay benchmark's 17-year history.

The substantial pay hikes help explain how the local economy keeps afloat despite the region's lofty cost of living — not to mention high inflation rates. The average Southern Californian during the past three years

got a 5.4% raise while local Consumer Price indexes jumped 5.8% annually.

Tidbits

During the nine-year winning streak, Southern California workers enjoyed 4.2% average raises compared with 3.3% nationally — and 0.9 percentage-point advantage for the region.

Those Southern California raises were the largest among the 15 U.S. regions. No. 2 was Phoenix at 3.8% then Seattle at 3.7%. The Bay Area was No. 6 at 3.4%. Again, Houston raises

were lowest at 2.7%.

This was quite a switch from the previous eight years — economic times scarred by a real estate bust, a global financial crisis, and the Great Recession. Between 2007 and 2014, Southern California pay raises only averaged 2% compared to 2.1% nationally — a 0.1 percentage-point shortfall locally.

Jonathan Lannier is the business columnist for the Southern California News Group. He can be reached at jlannier@scng.com.

STATUS UPDATE



Samantha Gowen has the latest on movers and shakers in Orange County

Send items about business expansion, milestones and promotions to sgowen@scng.com.

Discount retailer opening store in Westminster

A discount store "with the big brands and small prices" is opening Sunday in Westminster.

Hasco Stores, a reseller that features an array of inventory from big-box retailers, is opening in the former Walgreens at 7001 Westminster Blvd.

The store is just walking steps to another discount, Aldi, the low-cost grocery store.

The retailer also has stores in Montclair and Ontario. A look through its Yelp photos shows aisles loaded with household merchandise including electronics, cleaning supplies and furniture for indoors and out. It also sells clothing.

Keen shoppers will note popular labels from Costco and Sam's Club among the merchandise.

Hasco says it's also looking to add to its team. All positions are available, according to an Instagram post on April 11.

For more, go to hascostores.com

Dog owners can get free toys on Sunday

The SoCal Animal Response Team is hosting a free dog toy event from 8 a.m. to noon April 28 at Patriots and Paws in Anaheim.

The nonprofit received 88 pallets of donations from a local pet toy company in Orange County. The items were left over from a Christmas project, so SCART gave a few of the pallets' toys and treats to local animal shelters.

At least 60 pallets remain, chock-full of apple and peanut butter dog treats and balls, ropes and plush toys.

The nonprofit, which helps agencies and other animal rescues dealing with animal crises, said the toys and treats are all free. More information about SCART can be found at scart.us.

Address: 1825 Via Burton, Anaheim



Hasco Stores is opening its second location in late April in Westminster. The discount retailer sells a variety of overstock goods from big-box retailers.



PHOTO COURTESY OF HOTEL ZESSA SANTA ANA
Citra Bar & Kitchen recently opened at Hotel Zessa Santa Ana. The eatery offers "a fusion of south of the border flavors."



PHOTO COURTESY OF SKY ZONE
The bounce emporium Sky Zone is coming to Bella Terra in Huntington Beach by late 2025.



man Avenue in June 2023.

Bettie Woody recalled in an article with the magazine OrangeReview how the pair would sometimes deliver mid-century modern furniture to celebrities, including actor Rob Lowe.

"When Woody and I delivered furniture to his house, he refused to let me lift anything and helped my son take everything inside," she said.

The family posted a photo on Instagram of Bret Woody in the shop on June 1 after it was emptied out.

"Thank you to everyone who came in and said goodbye, it was an honor, knowing we had touched your life in this special spot in the Orange Circle."

Bettie Woody, who had a storied career working for Disneyland for 33 years, died just 10 days later.

Jeanie and Gil Viveros, owners of Tiddlywinks toy store which now occupies the former antique shop, offered their condolences last week.

"Rest in peace to Mr. Bret Woody of @woodysantiques. We are saddened to hear of the news but know he lived a full life being a part of Old Towne Orange for over 40 years. He and his business touched so many lives, and we will always be so honored and humbled to occupy the space that was once Woody's Antiques, a true part of Orange history. His memory will live on in

unit. At CHOC in Orange she will be responsible for quality improvement and safety initiatives across the pediatric healthcare system.

CHOC and Rady last December announced a plan to merge the two children's hospitals under the name Rady Children's Health. If approved, both organizations will have subsidiary organizations that run the hospitals and associated charitable foundations and medical groups.

On board

Erika Sanchez, an alumna of the nonprofit KidWorks, recently joined the Santa Ana-based nonprofit's board of directors. She has 10 years of experience in higher education access, scholarship development and first-generation support services.

Sanchez is the project director of Hispanic Serving Institutions at Concordia University in Irvine.



Sanchez

Good works

At least 80 active duty military personnel got some help recently from Working Wardrobes. The nonprofit provided a variety of career services for servicemen and women

Event Pictures



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