



To: Tony Falzano, The Caring Music Group
From: Paul Anthony, RocDog
Date: June 14, 2022
Subject: Caring Paws & People Concert Fundraiser

Tony,

Wanted to give you a bit of a recap on our Fundraising efforts this spring. By the numbers we had:

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|-----------------------------------|------------|
| 1. Corporate Pre-Event Commitment | \$5,500.00 |
| 2. Night of the Event Donations | \$4,457.00 |
| 3. May-June Push Donations | \$1,250.00 |

Total: \$11,207.00

I have to say that the Caring Music Group did an amazing job for RocDog. This was our first ever Fundraising Event. We still have much to learn on our end, but your efforts were amazing. I expect we had only about 90 Donors total for the Event. The average donation was probably about \$75.

The thing that I have come to learn is that I had a very limited amount of experience on my end of getting the word out to people and get them to the Concert and convert them to Donors. I now believe with the right Digital Marketing from my end with CRM software we should see numbers that are at least twice the above amounts doing this type of event again. This experience was a very large learning experience for us. You have left us in a much better place.

Again, thank you so much for all your time and effort on our behalf. The Event was in my mind a great success.

RocDog Handlers and Dogs Do Wonderful Things,

Paul Anthony

President / Founder of RocDog