

# barkhood

Save your neighborhood's animals.

A movement of locals — powered by radical transparency and AI — helping communities stop pets from dying before it ever gets that far.

FOUNDING PARTNER BRIEFING · DMV LAUNCH  
DC · MARYLAND · VIRGINIA



## THE PROBLEM, CLOSE TO HOME

In Virginia alone, **44,218** shelter pets were euthanized in a single year.

**224,368**

dogs & cats entered  
Virginia shelters

**30%**

of cats entering VA  
shelters were euthanized

**65%**

euthanasia rate at the  
Danville shelter — an outlier

**9.5%**

statewide VA euthanasia  
rate (≈14% open-intake)

Maryland and DC shelters report the same strain — and behind every number is a family and a kennel that ran out of room.

# Shelters do impossible work at the last mile. The opening is everything **upstream** of the kennel.

By the time a pet reaches an overwhelmed shelter, the cheapest, easiest chance to help is already gone. Keep it home — or move it before the clock starts — and the hardest calls never have to be made.

**One prevented surrender is worth a dozen last-minute rescues — and almost no one is working there yet.**

## WHY PETS END UP IN SHELTERS

**Pets don't end up in shelters because they're unloved.  
They end up there for reasons we can **fix**.**

**#1**

### **Housing**

The #1 reason pets enter shelters — 14% of dogs. ~60% of renters can't afford pet-friendly housing.

**+42%**

### **Vet costs**

Vet and grooming prices are up 42% since 2019; food up 22%. One bill can end a home.

**59%**

### **Strays**

Strays are 59% of shelter intakes — mostly lost pets or unaltered community animals, not unwanted ones.

# The DMV is the perfect place to start.

## Dense & connected

Millions of animal-loving households across DC, Maryland, and Virginia — within an hour of each other.

## Supply meets demand

Drowning rural shelters in southern/western VA sit beside high-demand metro adopters in NoVA, DC, and the Maryland suburbs.

## Generous & wired

A high-income, highly online region that rewards organizations it can actually trust and verify.

## Underserved middle

Plenty of shelters and big charities — but no one giving local volunteers a transparent way to fund and run their own rescue.

# A movement of locals who save their **own** community's animals.

## WHAT WE ARE NOT

- ✗ NOT a shelter or pound
- ✗ NOT an adoption website
- ✗ NOT a clinic or a hospital
- ✗ NOT a distant national charity

## WHAT WE GIVE YOU

- ✓ A transparent fund your town can trust
- ✓ An AI back office that kills the busywork
- ✓ A credible front door for your rescue
- ✓ Yours to run — we never take it over

# Three forces, one chapter.

01

## Radical transparency

Every single dollar — in and out — is public, with receipts. No overhead mystery. A glass-wall ledger your whole community can audit.

02

## AI back office

Forms, thank-yous, invoices, scheduling — handled 24/7 by AI, at near-zero cost. You spend your time on animals, not paperwork.

03

## Local ownership

You decide which animals your chapter saves. Your donors, your fund, your wins. We enable — we never take over.

## WHY NOTHING ELSE GIVES YOU THIS

You could try to do this alone. Here's what you'd be missing.

YOUR OPTIONS	Public \$ ledger	You keep your donors & fund	AI back office	Works upstream
A GoFundMe or Venmo	×	~	×	×
An existing local rescue	×	×	×	~
A big national charity	×	×	~	~
Rescue apps (Doobert, etc.)	×	×	✓	×
<b>barkhood</b>	✓	✓	✓	✓

✓ yes ~ sort of × no. Only barkhood puts all four together — and the glass-wall ledger is yours, not ours.

## You're already the person who cares. We make you unstoppable.

### 1 Spot the need

You know your local shelters and the animals on the line. You decide who your community helps.

### 2 Rally your people

Recruit a handful of neighbors — fosters, drivers, donors — around one winnable goal.

### 3 Run the campaign

Launch a transparent fund, hit a clear target with a deadline, and show every dollar at work.

### 4 Grow the next leader

Turn one win into the next — and hand the torch so the work outlives any single person.

## YOUR FIRST 90 DAYS

**One anchor. One winnable campaign. One very public win.**

### DAYS 1–30

## Set up

Launch your local transparent fund and front door. Pick one campaign with a number, a deadline, and a face — e.g. "Get all 14 dogs out of the county shelter, fully vetted."

### DAYS 31–60

## Run it

Rally your people and hit the number. The AI runs the back office. Every dollar is visible in real time — winning in public is the recruiting.

### DAYS 61–90

## Multiply

Bank the win, then turn it into two new local leaders. Success isn't dollars raised — it's whether the movement can grow without us.

# “Every dollar is defensible in public.”

---

- Every donation and expense posted publicly, with receipts
- Money goes straight to vets, shelters, and transporters — never a personal account
- Double-entry books and bank statements open for anyone to check
- A human approves every payment — AI never moves money on its own

Donors reward this — when they can see where the money goes, they give, and give again.

It's how charity:water and Watsi earned trust worldwide — and how your chapter earns it on day one, something a lone rescuer with a Venmo never can.

## WHO WE'RE LOOKING FOR

**You don't need a nonprofit, a board, or a budget.  
You need to already care — and want to win.**

### **Already in the fight**

A foster, a volunteer, a vet tech, a neighbor who's been doing this on their own dime.

### **Trusted**

People already believe you when you say an animal needs help.

### **Rooted locally**

You know your shelters, your community, and the people who'd show up if asked.

### **Ready to lead**

You'd rather build something that lasts than carry it all alone forever.

# Be the first in your corner of the DMV.

We're choosing a small founding cohort of partners across DC, Maryland, and Virginia.  
Bring your community — we bring the technology, the transparency, and the back office.

**Become a founding partner** →

**hello@barkhood.org**

barkhood.org/dmv

One 15-minute call is all it takes to start.

## SOURCES & NOTES

- Shelter Animals Count — 2024 & 2025 Annual Data Reports (national intake, euthanasia & adoption trends).
- Virginia Dept. of Agriculture & Consumer Services (VDACS) — annual shelter reporting (224,368 intake; 44,218 euthanized; Danville 65%; statewide 9.5%).
- Maryland Dept. of Agriculture — Maryland Animal Shelter Statistics Report.
- Giving USA 2025 (Lilly Family School of Philanthropy) — U.S. giving \$592.5B; animals/environment subsector \$21.57B (all-time high).
- Cause IQ — Greater-Washington animal-nonprofit aggregates (DMV animal causes raise \$1B+ a year across 460+ shelters & welfare orgs).
- ASPCA & PetSmart Charities (2024–25) — veterinary-affordability research (vet costs up ~42% since 2019; 52% of owners have skipped needed care).
- Michelson Found Animals — Pet-Inclusive Housing Initiative (housing as #1 surrender driver).
- Fundraising-sector data (Nonprofits Source; DAFgiving360) — avg gift \$126; Millennials give \$1,616/yr; transparency drives repeat giving.
- Model precedents: charity:water (100% model) & Watsi (per-beneficiary public ledger). Full competitive landscape: barkhood DMV analysis (2026).

Figures reflect the most recent public reporting available as of June 2026 and may be refined as state and sector reports update.