



STRATEGIC PLAN



WHO WE ARE



New Beginnings International Sporting Dog Rescue is a 501c3 charity incorporated in Michigan in 2024.

We are a small team of dedicated and passionate volunteers who believe that every dog deserves a happy, healthy life and a bright future. We are committed to ensuring the wellbeing of dogs in need and matching them with the perfect family.



Jennifer Cloherty
President/Intl Operations

20+ years in rescue.
Loving mom to 9 rescued
setters from Greece,
Turkey, Serbia and USA



Sue Harvey
Vice-President/Fundraising

10+ years in rescue.
Loving mom to 2 rescues,
1 Turkish Setter, 1 Chicago
Pom/Chi and always has a
Greek foster.



Leslie Fry
Treasurer

4+ years in rescue.
Loving mom to Addie from
MI, Opal from Turkey and
Phoebe from Greece.



Richard Kelly
Secretary/Transports

2+ years in rescue.
Loving dad to 3 Greek
rescue Setters, Nick, Artie
and Olaf.



Judith Gere
Board Member/ Administration

8+ years in rescue.
Loving mom to Beli from
Serbia and Russ from
Turkey.



Jacquie Lomax
Board Member/Applications

6+ years in rescue.
Loving mom to 4 midnight
mutts, 1 from Turkey, 1
from Greece and always
has a Greek foster.

OUR VOLUNTEERS

New Beginnings is 100% volunteer-run.

Every donation goes directly to caring for the dogs.



Applicant Buddies (10 volunteers)

- Screen adoption applications
- Call references and veterinarians
- Support applicants in finding the right dog

Airport Volunteers / Temp Fosters (25+ volunteers)

- Meet incoming flights at the airport
- Help unload and care for arriving dogs
- Provide short-term foster care (usually a few days) until transport

Flight Escorts / Volunteers (10+ volunteers)

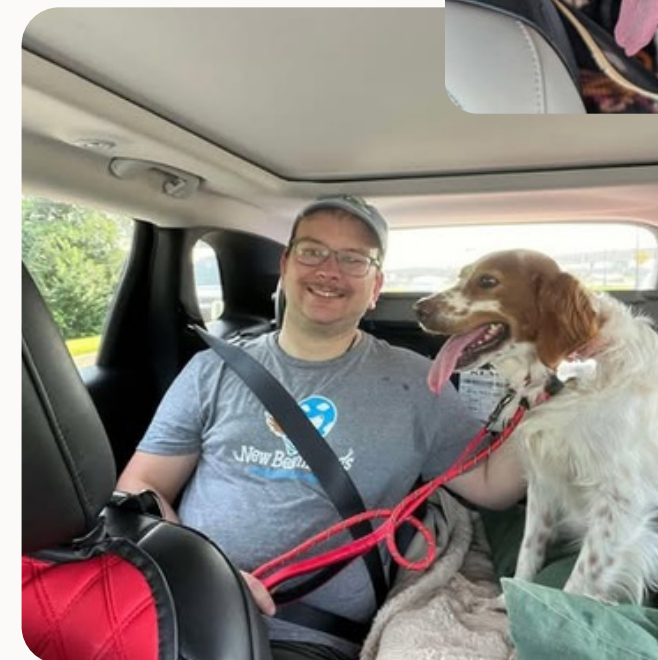
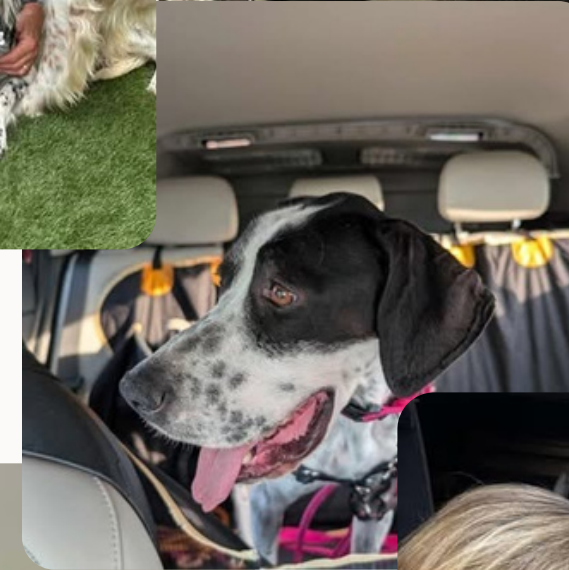
- Travel to Greece (covering their own airfare)
- Spend time with rescue dogs, taking photos and writing personality notes
- Escort dogs back to the U.S.

Transport Coordinators (5 volunteers)

- Organize relay-style transports (airport → foster → adoptive home)
- Schedule and confirm volunteers for each leg of the journey
- Monitor and troubleshoot transport on the day of travel

Transporters (1000+ volunteers)

- Drive one or more legs of a transport (typically 50–75 minutes each)
- Safely deliver dogs between foster and adoptive homes or to the next driver



VISION:

To make dreams come true for Sporting Dogs around the world and bring families the unconditional love only a dog can provide.



MISSION:

To rescue and provide a happy future for abused, neglected, and abandoned Sporting Dogs in places where the need is great and resources and support are lacking, and to unite them with loving forever families who will cherish them and provide them the home and life they deserve.



HOW WE WORK



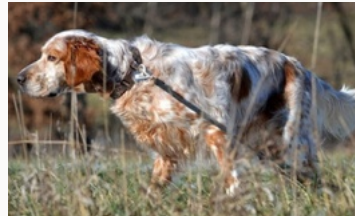
- We partner with charitable organizations and independent rescuers abroad to save dogs in need and support their boarding, medical and other care until they can travel to the USA.
- Our primary international partner is currently New Beginnings Greek Sporting Dog Rescue, an animal welfare charity registered in Attica, Greece. We have a goal to extend our partnership to HEPAD in Turkey in 2026.
- All dogs receive USDA/CDC required medical care prior to importation to the USA and are imported on a valid USDA import permit with an official customs entry.
- Upon arrival into the USA, rescued dogs live with approved foster and foster-to-adopt families either directly through New Beginnings International or through one of our USA partner charities.
- Rescued dogs are promoted on our website, through social media, and community outreach until they are adopted by their perfect forever family.



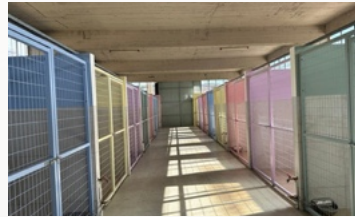
OUR SCOPE & SERVICES



Through collaboration with New Beginnings Greek Sporting Rescue and other partner charities abroad, we ensure rescued dogs have the highest standard of care until they can fly to the USA.



Sporting Dog Focused: We focus our rescue efforts on Setters, Spaniels, Retrievers and Pointers (and mixes of those breeds)



A Safe Haven: All our dogs abroad are housed in approved boarding kennels or with fosters that have been personally inspected by a member of our Board to ensure their safety, care, and wellbeing



Core Healthcare: Every NBI dog receives a high standard of core medical care including:

- Vaccinations for Rabies, Distemper, Hepatitis, Parvo, Parainfluenza, Kennel Cough (and Leishmania if appropriate)
- Infectious Disease testing for Leishmania, Heartworm, Ehrlichia, Anaplasma & Babesia (and others as needed)
- Deworming and parasite treatment and prevention including monthly flea/tick and heartworm prevention
- Sterilization



Major Medical: We provide treatment and rehabilitation for major medical conditions including:

- Treatment for parasitic infections including Dirofilaria (Heartworm), Babesia, and other tick-borne illnesses
- Orthopedic surgeries including fracture repair, joint replacement, and corrective osteotomies
- Tumor removal, mastectomy and chemotherapy
- X-rays and advanced radiology



SUCCESS STORIES



Archi



Archi was found, barely alive, weighing less than 50% of his ideal body weight. After months of vet care and rehab with a wonderful Greek foster, he was finally well enough to make the journey to his forever home in the USA.

Today, Archi lives in Florida with a fellow Greek setter, a domestic setter and an adoring mom & dad.

Lego



Lego was hit by a car and left at a municipal shelter without the care he desperately needed. When we learned about him through our vet's office manager, we stepped in. Thanks to our orthopedic vet in Greece, Lego received vaccinations and FHO surgery.

Lego lives in Maine with his Brittany brother Moxie. He enjoys running on the beach and in their field and has excellent recall there.

Cookie



Cookie was abandoned as a puppy near Lamia, never receiving care and kindness before coming to rescue. As a result, he was afraid, withdrawn and untrusting of people.

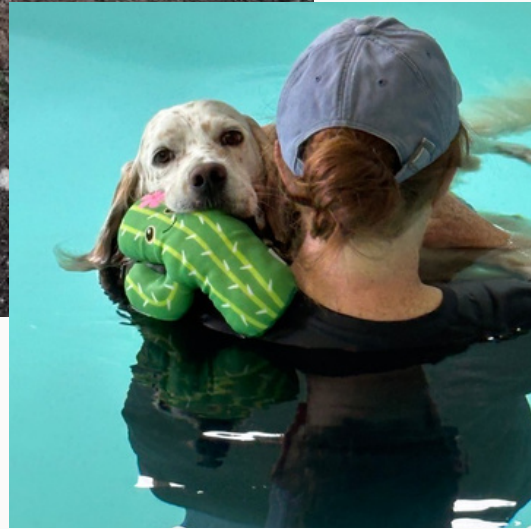
One of our amazing families took a chance on him and gave him the love he deserves. Now Cookie runs, plays and loves affection. We are so happy to see the smile on his face!



SPECIAL NEEDS DOGS



Rex



Ira



Rex has made it through elbow dysplasia surgery and TPLO surgeries on both his back legs. We have done everything possible for him surgically, but his congenital issues still cause him significant pain and limit his mobility.

His amazing foster mom takes him for regular laser treatment and hydrotherapy sessions which help a lot, but he's going to need supportive care for the rest of his life.

Despite being only a year old, Ira has been through so much. She was found abandoned as a puppy with her sister, and we discovered that both her hips were subluxated. Her first hip replacement surgery went perfectly, but the right hip replacement failed. The second attempt appeared to be successful, but after 2 weeks, it subluxated again.

Since those implants were unsuccessful, Ira just went through a 3rd and final surgery (an FHO) and she is now in rehab therapy.



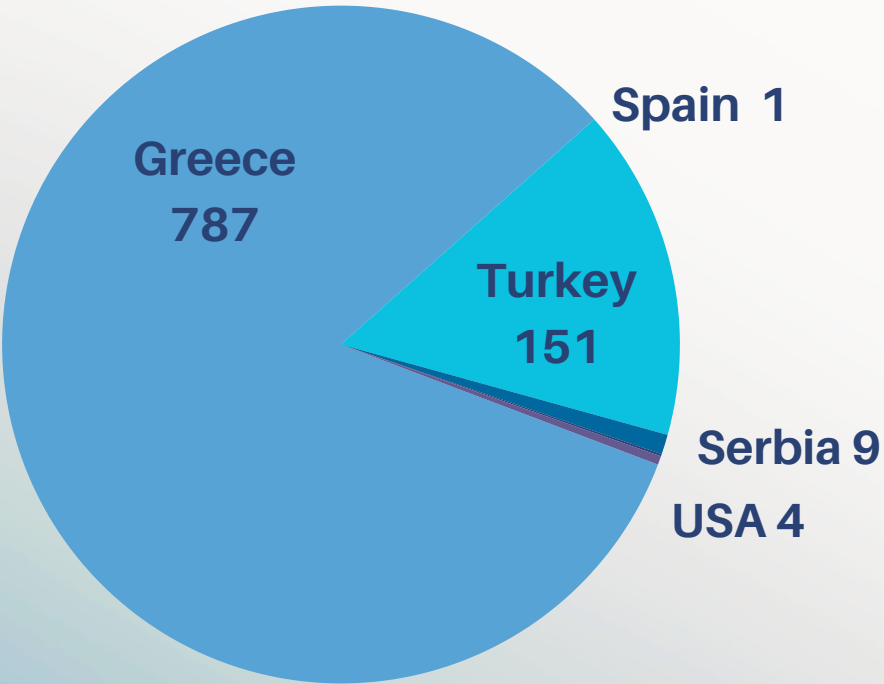
KEY METRICS

As of Sept 2025

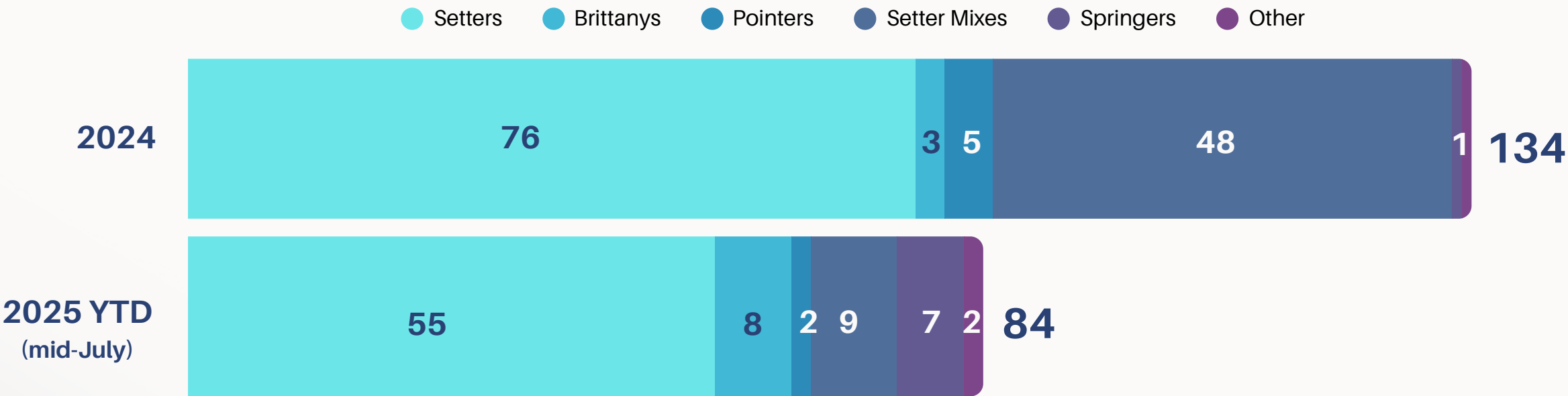


- Since our board members first became involved in International rescue in November 2016, they have played a primary role for the rescue and importation of 948 dogs
- 51 Dogs adopted through New Beginnings International since our official opening in Sept 2024
- We have rescued 6 different sporting dog breeds and mixes in the last 2 years
- We currently have 16 NBI dogs in USA/Canada foster homes and 51 in Greece waiting for foster/foster-to-adopt families

Total Int'l Dogs by Country of Origin



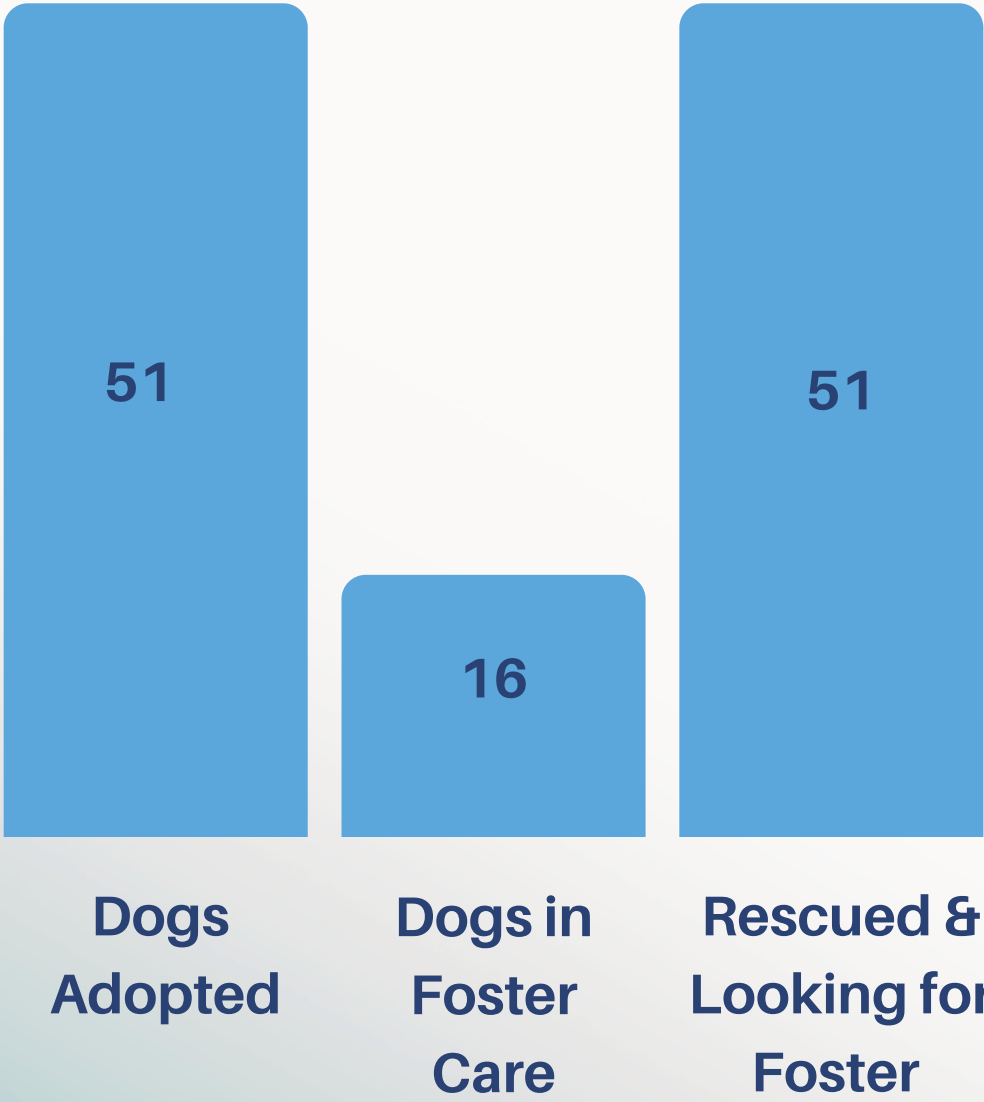
Rescued & Imported Dogs by Breed



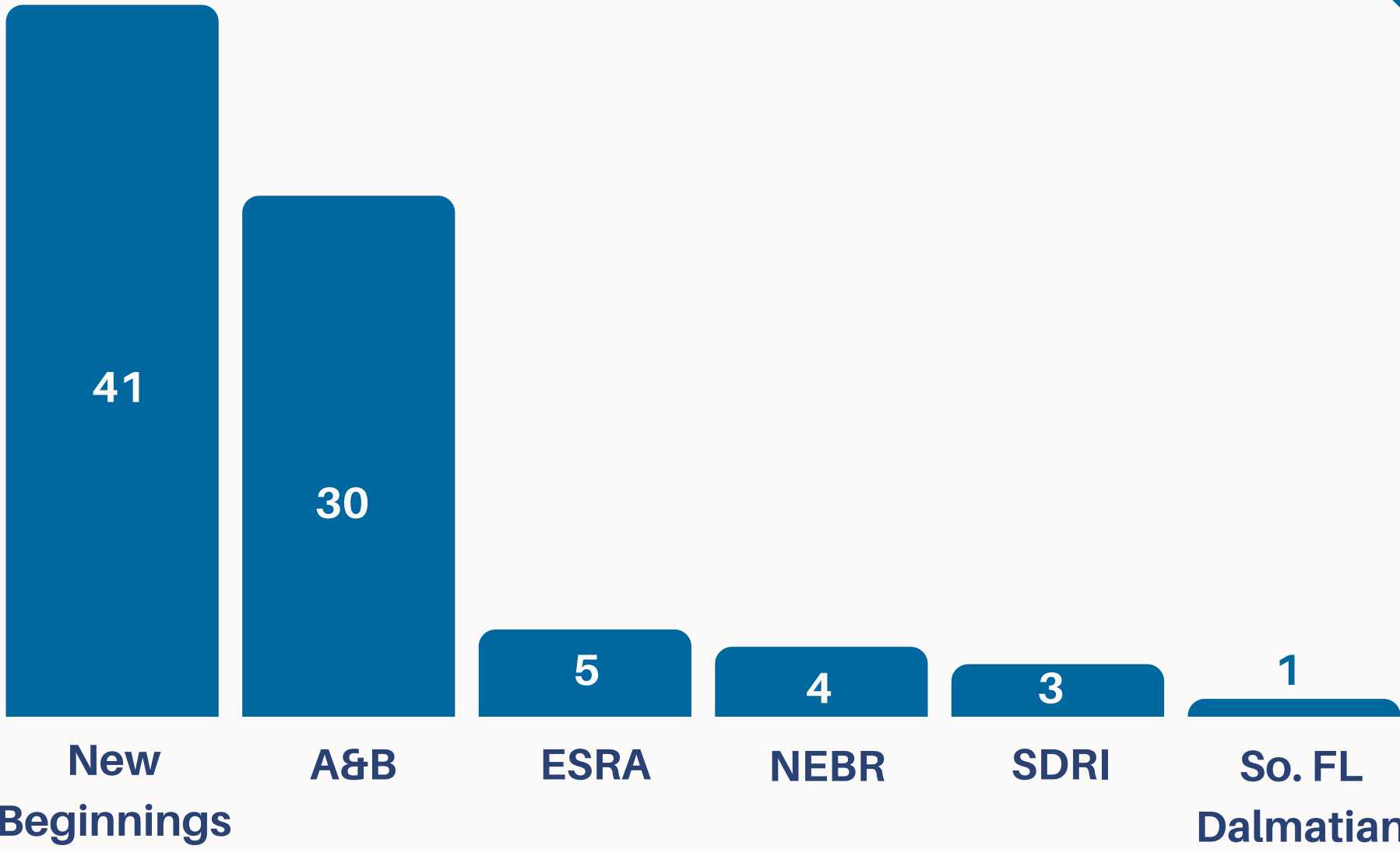
KEY METRICS



New Beginnings International Dogs
(Since Incorporation in Aug 2024)



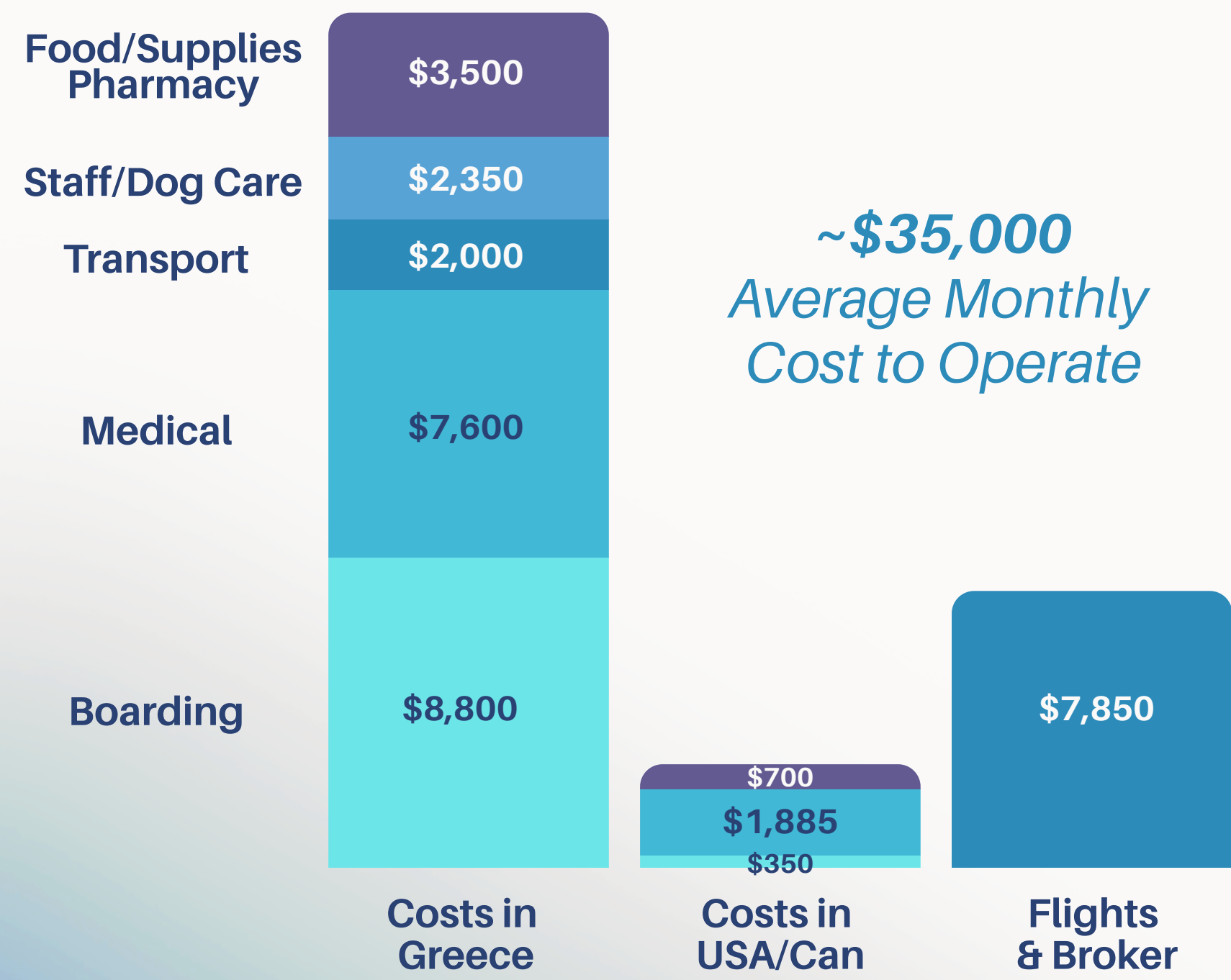
YTD Sept 2025 Dogs Imported
(by Receiving Rescue Partner)



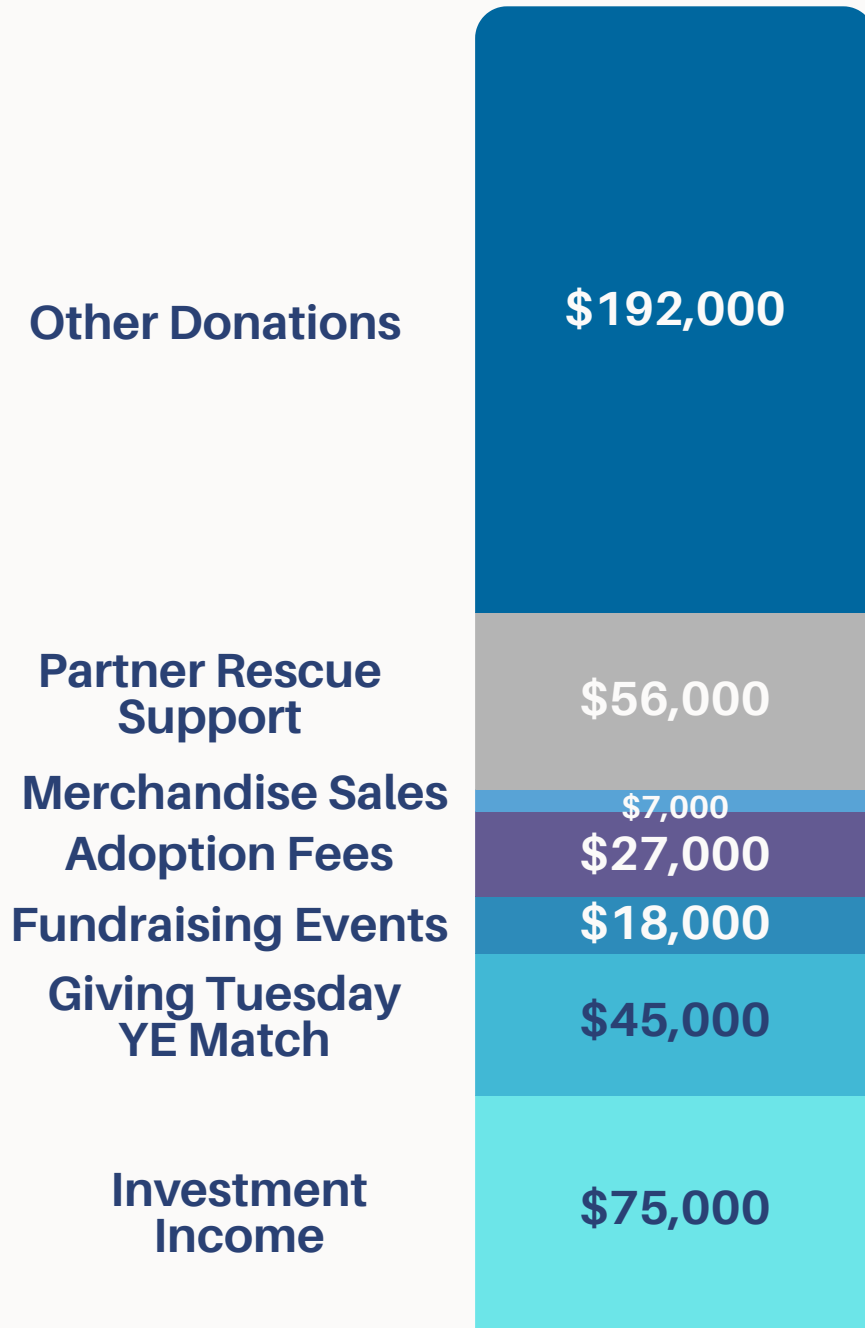
COSTS & REVENUES



Average Monthly Operating Cost



Expected Annual Revenue



- Revenue streams based on 2025 activities to-date
- Partner rescue support likely to decrease in 2026 ... but adoption fees will increase
- Adding new fundraising events in 2026
- Working to build and expand donor base
- Expecting increases to investment portfolio later in 2025 and 2026



CAPITAL PROJECTS

New Beginnings Rescue Ranch

Property Highlights:

- 10 acre property with 3,200 SqFt barn and 4 bedroom, 3 bath home
- Originally an equestrian property
- Grounds and Barn renovations began in Feb 2025
- Targeting completion in Fall 2025

Objective: To create a safe haven for dogs in need, supporting:

- 🐾 Urgent rescue missions
- 🐾 Temporary boarding during transition or transport
- 🐾 Short-term boarding option for local rescues & fosters
- 🐾 Future potential training academy
- 🐾 Room and board volunteer program



CAPITAL PROJECTS

Rescue Ranch Construction Underway



Facilities:

- 10 single/double kennels: 6'x9' interior with transfer gate to outside 6'x18" run
- 2 large "family" kennels for nursing moms & puppies or groups of dogs
- 2 large play yards and smaller "potty" run
- Large dog shower and separate washing station
- Laundry, kitchen, storage and human toilet facilities
- "Living room" snuggle and play space
- On-premise housing for dog caretakers and volunteers



GROWTH ASPIRATIONS



Extend International Partnerships Beyond Greece



Partner with HEPAD in Turkey in 2026

- Initiate first return to Turkey rescue operations since CDC ban in July 2021
- Requires additional funding of approximately \$1,000-1,500 per dog to meet new CDC requirements



Longer-term expansion into other high-need Mediterranean countries

Building resource & volunteer network to support additional import process requirement

Implement New and Expanded Rescue Programs



Hospice and Forever Foster programs



Vet tech volunteer/internship program at the NB Rescue Ranch



Future extension of Rescue Ranch to include board & train, agility, etc.



Develop foster/forever family network beyond the USA and Canada
(UK, Holland, Scandinavia, Germany, etc.)