

70%
of pet owners are willing to spend extra to ensure pet wellness



1.4M
DOGS ARE ADOPTED EACH YEAR

30%
of pet owners agreed they prefer quality over price for pet shop retailers

13,600
Rescues and Foster Centers in the U.S.



54.4M
HOUSEHOLDS OWN A DOG

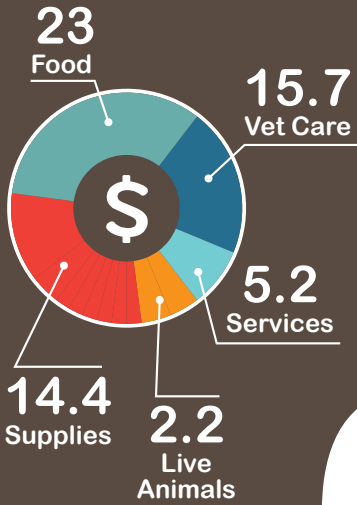
\$438
average spent at the vet if they view their dog as part of the family.

\$190
average spent if they see their dog as property.



58B
IN DOG RELATED SALES IN 2014

up to **\$5**
from swag goes to wags



9%
drop in single brand store loyalty in 2013

IF EVERYONE SHOPS... EUTHANASIA STOPS.

DOGS MATCHED WITH FOREVER FAMILIES

whosincharge.com



3.9M
DOGS ENTER A RESCUE EACH YEAR

\$
1M
IS OUR GOAL TO GIVE FROM SWAG PURCHASES

1.2M
DOGS EUTHANAZED EACH YEAR

THIS GETS US MAD!

whos
in Charge

SAVE A WAG, WITH SWAG.