



SPONSORSHIP DECK
THE 'RESCUED
BY LOVE'
PROJECT



The Rescued by Love project is a global photography project that celebrates the bond between queer and trans people and their rescue dogs, cultivating empathy, understanding and admiration through photography and storytelling

RESCUED AT A GLANCE

- co-founded in 2018 by award winning dog photographer Jack Jackson, the Project has been grabbing headlines from the outset
- think Humans of New York except with queer and trans people and their rescue dogs
- established a support fund in Mar 2021 to help support vulnerable 2SLGBTQ people
- incorporated as a canadian non-profit in may 2021
- winner Now Magazine readers' choice award 2022 'best public art project or exhibition'
- partnered with Pet Valu in may 2021 to produce this video which has 2 million hits to date
- in partnership with Pet Valu toured across Canada in 2022 exhibiting the Project and doing more photoshoots. The tour achieved 63 media stories with an audience reach of 12,781,348
- sponsored by Credit Suisse to exhibit the Project in Guernsey, Channel Islands in August 2022 securing media
- partnered with the Toronto Humane Society for trans awareness week (13-20 Nov) securing 3 media stories
- aiming to publish the first book late 2025
- working to produce a documentary during 2024



OUR WHY

through images and storytelling, we capture the joy of being queer and show the many transformations that can take place when rescue dogs and people receive the things they need: love, shelter and to not live in fear.

a study based on 433 trans people in Ontario found that 43% of participants had attempted suicide. Trans people who are rejected by their families or lack social support are much more likely to both consider and attempt suicide. Conversely, those with strong parental support were 93% less likely to attempt suicide.

24% of trans people in Canada have an annual income under \$15k, while 24% have an income between \$15-\$30k. With a poverty line of individual income at \$25k, almost half of trans people live either below the poverty line or very close to it.

there are more than 2 million stray dogs worldwide.



20-40% of the homeless youth population across Canada are 2SLGBTQ.

almost half of the people featured in the Project say that their rescue dog saved their life.

trans people are more likely to live in lower-income neighbourhoods, experience chronic physical and mental health conditions, and have higher rates of hospitalizations and Emergency Department visits due to mental health related reasons compared to cisgender people.

often, as a result of discrimination, ignorance and hate: mental health, addiction and trauma are stacked high in our community and we believe visibility and awareness help keep people alive.

ALWAYS WANTED TO HELP BUT DIDNT KNOW HOW?

- we are seeking sponsorship of individual Project sessions in the local community.
- sponsorship allows the participant to celebrate themselves and how far they have come by being able to buy prints / wall art from their session.
- sponsorship allows us to pay a 2SLGBTQ videographer to produce and edit a high quality 30 second video of the Project session (similar to this) which will be branded with your logo and thanks for your support.
- allows a marginalised 2SLGBTQ person to assist the photoshoot and receive mentorship.
- as a non-profit, sponsorship is currently our only source of funding. it allows us to continue doing work that is clearly needed and work that I believe keeps people alive.



X

**LOCAL
BUSINESSES**





GOLD \$3,000

- a print credit for the participant of \$1,250
- a 30 second video of the session with your logo and thanks for support. The videographer will be from the 2SLGBTQ community
- pays a low income 2SLGBTQ person \$150 to be mentored by Jack whilst they assist the session
- you will be featured on our 'people we love' page
- 1 reel, 3 story posts and 3 main posts on the IG and FB accounts of JJDP and RBL.
combined IG followers 23.6k | FB 2.6k
- 5 complimentary dog photoshoot sessions plus a 5x7in gift print for staff or clients (value \$1,525)



SILVER \$1,500

- a print credit for the participant of \$1,000
- pays a low income 2SLGBTQ person \$150 to be mentored by Jack whilst they assist the session
- you will be featured on our 'people we love' page
- 2 story posts and 2 main posts on the IG and FB accounts of JJDP and RBL.
combined IG followers 23.6k | FB 2.6k
- 3 complimentary dog photoshoot sessions plus a 5x7in gift print for staff or customers (value \$915)



BRONZE \$1,000

- a print credit for the participant of \$850
- pays a low income 2SLGBTQ person \$150 to be mentored by Jack whilst they assist the session
- you will be featured on our 'people we love' page
- 1 story post and 1 main post on the IG and FB accounts of JJDP and RBL.
combined IG followers 23.6k | FB 2.6k

HOW WILL SPONSORING US BENEFIT YOU?

- fantastic proven potential for brand awareness and goodwill within the local community
- being seen as a leader in fostering diversity, inclusion and representation
- being able to directly help and lift up marginalised 2SLGBTQ communities
- connecting, strengthening and celebrating your local community
- authentic brand engagement via social media story posts / press coverage
- being seen as a leader who is able to drive positive social change in the community
- providing an opportunity to fulfill our shared mission of celebrating the many benefits of dog ownership
- I am happy to discuss any other strategies that would be of benefit to you



Thank you

for considering sponsoring a Rescued project session. I cannot stress the importance of being able to see positive representations of yourself reflected in your community.

having the support and involvement of local businesses is invaluable and creates a real sense of community and inclusion.

I'd also love to hear your ideas on any other ways we can work together towards our shared goals.

Jack

