



CANDi



Saving the lives of stray animals through tourism.

ABOUT US



CANDi is an innovative animal welfare organization that partners with the tourism industry to offers humane, sustainable solutions to the complex problem of cat and dog overpopulation in tourist destinations .

CANDi's programs bring spay/neuter clinics to local communities, enable resort-based facilities to become safe havens for stray cats, and assist with transporting rescued strays that have been adopted into loving homes in Canada and the United States.

To date, CANDI has humanely sterilized over 10,000 cats and dogs in Mexico and the Caribbean.

CANDi is endorsed by Royal Caribbean Cruises, Costa Cruise Lines, MSC Cruises, Air Transat and RIU Hotels and the only animal welfare organization endorsed by the Association of Canadian Travel Agencies.

OUR MISSION



“To save the lives of stray animals at international tourist destinations through advocacy, education and humane, sustainable population management programs supported and funded by the tourism industry, and compassionate travelers”

Candi provides the expertise, protocols and sustainable solutions for the humane treatment of dogs and cats to brands committed to meet consumer’s demand for social responsibility initiatives.

THE PROBLEM



Cat and dog overpopulation is extensive outside resort destinations. It is estimated that there are 1 million stray dogs in Cancun alone! Animal overpopulation not only has a negative impact on public health, business, and brand image, it also diminishes the vacation experience for destinations around the globe.

**Currently there are approximately 700 million dogs around the globe, which equals ONE dog for every eleven people!*

(Humane Society International - Regional Realities)

THE IMPACT



Topic, Trend, or Issue	Percentage
Consumers that prefer to buy products from companies that give back to society	66%
Percent of travelers who saw stray cats and dogs in foreign destinations	62%
Percent of travelers who would less likely travel to one of these destinations	41%
Percent of travelers who would discourage family and friends from visiting these destinations	25%
Percentage of people willing to pay extra for products/services from organizations that give back to society	46%

How many passionate consumers does this affect? Sixty-eight percent of U.S. households, or about 85 million families, own a pet, according to the 2017-2018 National Pet Owners Survey conducted by the American Pet Products Association (APPA). Pets are treated like a family member.

THE CANDi SOLUTION



Provides scientifically-proven reduction of animal abuse and neglect through population control

Leverage social and traditional media to engage animal-loving travelers



Result: Animal over-population is controlled. Tourists become educated and engaged. Tourism partners receive the loyalty of these travelers



Uniquely partners with select tourism companies who endorse Corporate Social Responsibility and recognize the marketing benefits

CANDi provides: 1: A proven method to address the issue of cat and dog overpopulation in tourism destinations. 2: A resource for animal-loving tourists. 3: A marketing partnership for tourism partners

CONSUMER TRUST

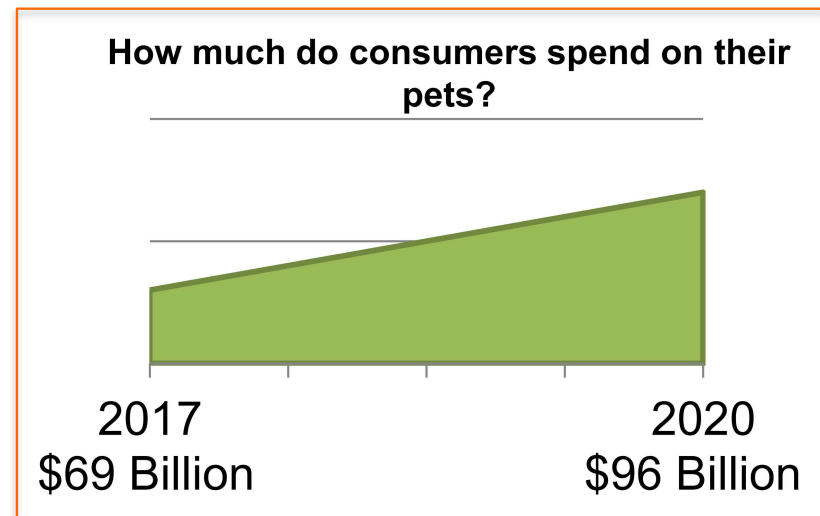
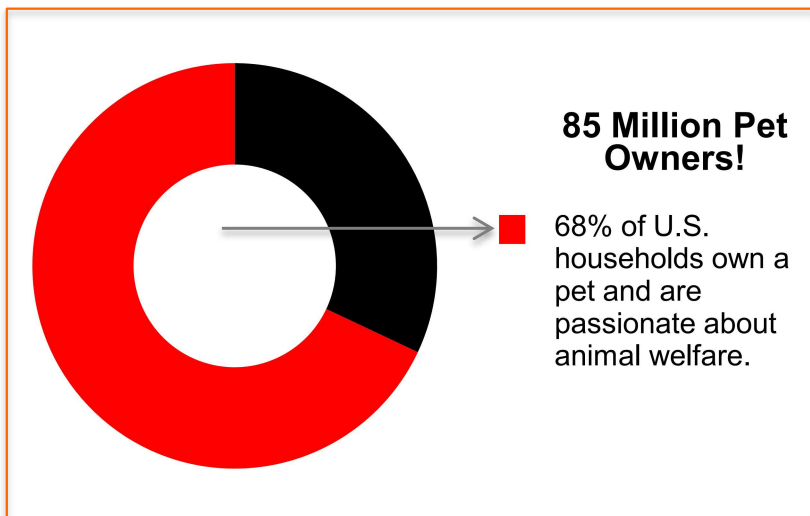


The government's solution is to perform a cull, inhumanely rounding up and destroying stray cats and dogs

Cat and dog overpopulation not only has a negative impact on public health, environmental quality, quality of life, business, and image, but it also diminishes the vacation experience in destinations around the globe.



CONSUMER DEMOGRAPHIC



Pets are treated like a family member.

***Survey according to the 2017-2018 National Pet Owners Survey conducted by the American Pet Products Association (APPA) and Packaged Facts, a leading market research firm.**

SUCCESS STORY



Luna was found in Bonfil, Mexico - emaciated, neglected and clearly in desperate need of medical attention. Back at the CANDi clinic in Cancun, a volunteer vet diagnosed Luna with starvation and cancer.

Luckily, her cancer was treatable, and through CANDi, Luna received abundant food along with chemotherapy in Mexico. Several months later Luna was healthy enough to fly to New York to her new adoptive family. The joyful homecoming was covered by the local news. Luna is even the star of her own [YouTube](#) video, with over one million views!

THE TESTIMONIALS



Chris Cvetkovic
Winnipeg Blue Bomber and Canadian Football
Player

"We are huge animal lovers and we all own pets. When we were invited to attend a clinic in Cancun ... to see that much starvation and disease in so many dogs is hard. Because of this experience (with CANDi) we spread the word to our fans and social network about the great work."



Sarah Martinache
Director of Partner Marketing RIU and Resort
Hotels

"As professionals in the travel industry and as citizens living in these amazing destinations we are all concerned about the image we give the tourists coming to visit our destination. I went to the CANDi clinics personally and saw the work great work they do. I believe in CANDi's mission and with ... RIU we can take this model to other destinations."

CANDi PARTNER OPPORTUNITIES



Tier 1

Endorse and support twice yearly spay/neuter clinics on-resort and in local community. Establish and maintain Cat Cafes. Train and educate resort staff. Engage guests.

Tier 2

Tier 1 plus use of CANDi "Tourism Approved" logo insuring our seal of social responsibility for your brand.

Tier 3

Includes both tier 1 and 2 services PLUS full partnership with the CANDi team on traditional and social media marketing and public relations.

CONNENT WITH CANDi



CANDi can help your brand make a bigger impact on the communities you serve by providing a turnkey sustainable solution to humanely reducing cat and dog overpopulation in tourist destinations.

Our services also include integrated and compelling social media marketing strategy that will elevate your social responsibility profile with your customers and return sustainable results.