

TAKE THE LEAD

Making a Difference



Who is TAKE THE LEAD?

- ▶ Take The Lead, a not-for-profit 501(c)3 foundation, was formed in September 1993 to lend support to those active in purebred dogs impacted by the AIDS epidemic.
- ▶ We soon expanded our mission to include assisting those with all life threatening or terminal illnesses including, but not limited to, cancer, heart disease, kidney disease, and more.
- ▶ In 2020, we increased our mission again to provide temporary emergency assistance to those affected by disasters such as fires, floods, earthquakes, etc.

Why we TAKE THE LEAD

- To allow all qualified participants in the sport of dogs who suffer from the devastating realities of life-threatening or terminal illnesses to concentrate on getting well.



- To allow those affected by disasters such as fires, floods, earthquakes, etc. to concentrate on putting the pieces of their lives back together.



How we TAKE THE LEAD

- Take The Lead provides direct services, support, and care.
- All assistance is done 100% anonymously.
- If an applicant's situation is deemed an emergency, action can be taken immediately, and bills paid upon receipt.





How does our process work to TAKE THE LEAD?

- ▶ Applicant applies
- ▶ Committee reviews
- ▶ What things we will pay: house, car, rent, insurance, utilities, etc. (We do not pay the applicant; we pay the bills directly to the provider.)
- ▶ How long we will assist: 3-4 months
- ▶ We send you a statement at the end of each month showing what has been paid on your behalf.
- ▶ What happens at the end of the 3-4 months or your approved time period? You can reapply to have our help extended. (Doctor's letter may be requested.)

Who is eligible to apply for assistance?

Conformation:

**Owner handlers, Judges,
Professional handlers,
Breeders**

Superintendents (MBF,
InfoDog, etc.) employees

Kennel Club members

Local AKC breed club
members

AKC Employees

Performance:

**Handlers, Judges, Volunteers,
Breeders**

Agility

Lure Coursing

Obedience

Dock Diving

Barn Hunt

Scent Work

Rally

CGC

Vendors:

**Owners, booth staff,
Employees**

Grooming Sharpening
vendors

Sperm Collection vendors

Grooming Product vendors

Trolley vendors

Embroidery/Chair vendors

Photographers

Tack vendors

Toy/Lure vendors

Some of the many dog sports we cover:



Barn Hunt
Agility



Dock Diving
Conformation



Photo by: C4 Pet Photography

FAST CAT
CAT



Photo by: MLBaer Photography

During early
COVID-19,
we again
stepped
forward to

TAKE
THE
LEAD

- ▶ During the early months of the Covid-19 pandemic, Take The Lead created a special fund of \$400,000.
- ▶ With it, we paid health insurance premiums for qualified individuals through the end of December 2020.

How does TAKE THE LEAD find support?



Volunteer Board Members

Board members and trustees are all volunteers.



Fund-raising Events

Westminster, Westchester, Morris & Essex, etc.



Membership booths and raffles

Yearly membership renewals, new and renewal memberships at kennel club dog shows, merchandise sales at dog shows, online raffles, etc.

How to Apply

There are two separate applications you can find online at:

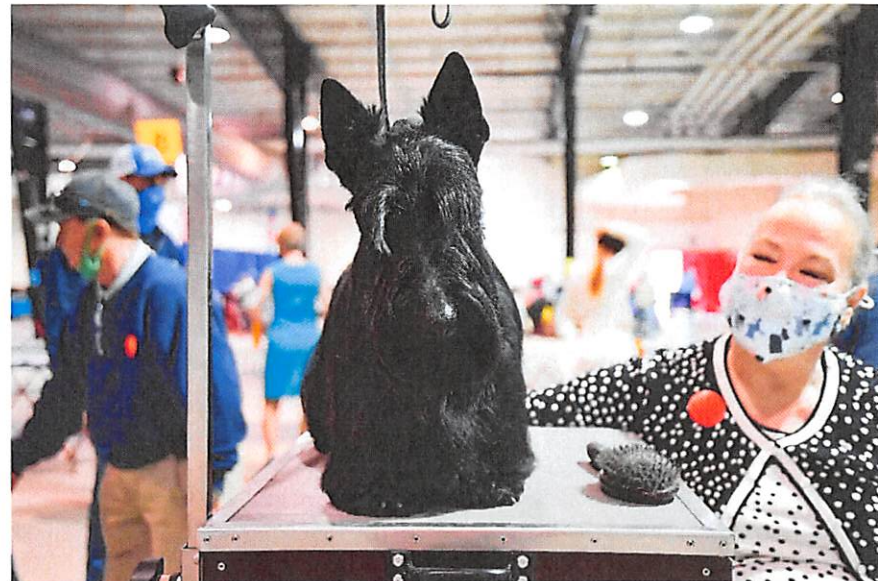
www.take-the-lead.org

Or

Call 1-800-814-1123

Application 1: On-Going Care
(Life-threatening or terminal illness)

Application 2: Emergency Assistance
(Fires, floods, earthquakes, civil disasters, etc.)



What is our biggest hurdle facing TAKE THE LEAD?



- ▶ Getting people to apply! Please apply before it's too late.
- ▶ We want to help those who are ill to concentrate on getting well; not worrying about paying the bills.
- ▶ We would rather pay your mortgage than your funeral bills.
- ▶ We understand the word PRIDE. We know it hurts to ask for help. But we are part of your family, and we are here to help you.
- ▶ This is a GIFT, not a loan. You are never expected to repay us, donate to us, or be a member of Take The Lead in exchange for assistance.



Questions?

Photographs by:

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