

Safe & Happy Donation Fund for Local Animal Welfare Programs

July 15, 2025



Note: This PowerPoint presentation is intended solely as a visual aid to an oral staff presentation of an agenda report topic. In the event of any differences between the presentation and the agenda report, the information in the agenda report prevails.

What is the Safe & Happy Donation Fund?

- The City recently began partnering with DocuPet for pet licensing services.
- DocuPet's Safe and Happy Donation Fund enables pet owners to make voluntary, tax-deductible donations when purchasing or renewing a license.
- Donations are directed towards local animal welfare programs for the purposes of:
 - Animal rescue and care initiatives
 - Lost pet recovery and reunification efforts
 - Community pet support programs
 - Public education on responsible pet ownership
- At no cost to the City, donations are collected and passed on to local animal organizations or shelters.



How it works

- Residents will have the option to make a **voluntary donation** at the end of their animal license renewal or application process.
- DocuPet will also contribute twenty percent (20%) of the revenue generated from the sale of designer pet tags to the Fund.



How it works

- Donation funds would be distributed annually and the City retains discretion over how these funds are distributed locally.
- Before funds are dispersed, staff will return to City Council with the amount of funds received for the previous year and seek City Council direction on the specific allocation to Safe & Happy Fund Partner(s).
- One hundred percent (100%) of proceeds are allocated to the City's approved Safe & Happy Fund Partner(s).



Recommended Safe & Happy Fund Partners



Mission Statement

“The Lovejoy Foundation envisions a compassionate and sustainable world whereby every animal is valued, loved, and given the chance to have a happy, healthy life.

Our mission is to promote responsible pet ownership through education and community outreach, with a strong emphasis on the vital importance of spaying and neutering, vaccinations, and proper care throughout all phases of life”.



Recommended Safe & Happy Fund Partners

The Lovejoy Foundation

- A 501(c)(3) nonprofit animal welfare organization founded by Erin Lovejoy, based in Inglewood, CA established in 2010 and has been tax exempt since 2014.
- The Lovejoy Foundation partners with the City and is a well-known rescue organization among residents and the general community.



Recommended Safe & Happy Fund Partners

- The Lovejoy Foundation has saved 15,000 animals.
- Supports spaying/neutering to reduce overpopulation and encourage responsible ownership.
- Tackles root causes of animal homelessness for a humane, sustainable community.
- Strongly aligns with Manhattan Beach's licensing goals by placing rescued dogs in responsible, licensed homes, enhancing local pet welfare and reducing strays.



Recommended Safe & Happy Fund Partners



Mission Statement

“Inspiring ocean conservation through marine mammal rescue and rehabilitation, education, and research”.



Recommended Safe & Happy Fund Partners

The Marine Mammal Care Center (MMCC)

- A 501(c)(3) nonprofit animal welfare organization based in San Pedro, CA.
- Officially established in 1992 and has been tax exempt since 2016.
- The current President/CEO is John Warner.
- Key player in ocean stewardship and wildlife emergency response in LA County.
- Operates year round, combining comprehensive medical care with community education.
- Funded by both public grants and private donations.



Recommended Safe & Happy Fund Partners

- The MMCC treats 250–500 animals yearly; over 10,000 since 1992.
- Handles 750–1,000 distress reports and ~4,000 hotline calls annually.
- 285 volunteers contributed 26,550 hours in 2023.
- Focuses on ocean conservation via rescue, rehab, education, and research.
- Aligns with Manhattan Beach's animal welfare goals through animal rescue and rehabilitation promoting safe beaches which supports the City's Animal Control's mission on public health and safety.



Conclusion

By participating in the Safe and Happy Fund Donation Program, the City can:

- Provide residents with an easy, voluntary means of supporting animal welfare, which is also tax deductible;
- Increase funding for animal services initiatives without impacting the City's budget; and
- Strengthen community engagement in responsible pet ownership and animal care.



