



Cherished Pets Foundation
PO Box 306 Ocean Grove VIC 3226
foundation@cherishedpetcare.com.au
cherishedpetcare.com.au

MEMORANDUM OF UNDERSTANDING

between

The Trustee for Cherished Pets Foundation ABN: 62 687 607 711 (referred to in this document as 'Cherished Pets Foundation') and

Pets and Positive Ageing Pty Ltd ABN: 28 114 778 360 (referred to in this document as 'PAPA')

1. Duration of the Memorandum of Understanding

- This is a non-binding Memorandum of Understanding (MOU) between Cherished Pets Foundation and PAPA.
- The MOU will apply from February 2025 and will continue to apply until termination by either party on the giving of 2 weeks' written notice to the other.

2. Scope

- Cherished Pets Foundation and PAPA recognise the vital role the human-animal bond plays in enhancing the health, wellbeing, and quality of life for both people and pets, while promoting animal welfare. Together, they aim to raise awareness of its significance and advocate for its inclusion in broader community and social support networks.
- Cherished Pets Foundation and PAPA are committed to maintaining a positive and cooperative working relationship.
- As part of the parties' mutual commitment, Cherished Pets Foundation and PAPA will act in accordance with the spirit and intent of this MOU, even though neither party intends that it be legally binding.

2. Goals and objectives

- Cherished Pets Foundation and PAPA are committed to collaborating and supporting one another in our shared work and priorities in advocating for and enhancing the wellbeing of ageing pet owners and strengthening the human-animal bond.
- Cherished Pets Foundation will support PAPA in the design and delivery of the ACT Pets and Wellbeing Service and provide the agreed pro bono consultancy support to assist in the successful development of this initiative.



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3. Procedures and guidelines

The parties agree to comply with and direct their staff members to comply with the guidelines developed under this MOU.

4. Confidentiality

The parties acknowledge that information disclosed by one party to the other in the course of the subject matter of this MOU may be confidential and unless required by law must not be disclosed to a third party except with the prior written consent of the other party.

5. Variation

The parties may agree to vary any of the requirements of this MOU. Such agreement must be in writing and signed by both parties.

Signed on behalf of Cherished Pets:

Name:	AJKennedy
Title:	Founder and Director
Date:	27/02/2025
Signature	Personal Information

Signed on behalf of PAPA:

Name:	Diane Johnstone
Title:	President, Pets and Positive Ageing Inc
Date:	
Signature:	Personal Information

Cherished Pets x PAPA_Memorandum of Understanding Feb 2025

Final Audit Report

2025-02-27

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"Cherished Pets x PAPA_Memorandum of Understanding Feb 2025" History

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Proposal for Pets & Positive Ageing – Pets and Wellbeing Service

Sarah Waddle

This project aims to address the critical gap left by a discontinued ACT in-home pet support service, by designing a practical, accessible volunteer driven program tailored to older pet owners' needs, enabling a partner organisation to reignite this essential service. By preventing separation, older pet owners can continue to experience the benefits of the human-animal bond, which creates lasting positive outcomes for both people and animals in the ACT community.

The project scope includes four key phases:

- 1. Needs Assessment**
- 2. Program and Service Model Design**
- 3. Volunteer Framework Establishment**
- 4. Sustainable Funding Model Development**

Assumptions

Each phase has been mapped out to include approximately five days of consultant time, totalling 20 days across phases one to four. As I understand, based on current consulting fee rates, this exceeds the organisation's budget. Therefore, pro bono time is being offered to ensure the project remains successful and within budget. The project plan includes necessary online meetings and phone calls, which are essential to the successful delivery of the project. The parties will need to carefully manage the scope to ensure that the work does not expand further.

Timelines

A high level project plan is provided to show the phases of the work. Note that I am on leave from 16th December 2024 to 27th January 2025.

Strategic Alignment with Cherished Pets and Align Agency

This project benefits from the strategic partnership between **Cherished Pets** and Sarah Waddle of **Align Agency**, bringing together a wealth of experience and proven success in sustainable services that support the human-animal bond. Sarah's role at Cherished Pets as an Advisory Board Member and Head of Impact and Philanthropy (through Align Agency, her consulting enterprise), along with Dr Alicia Kennedy (Founder, Cherished Pets), brings together the best of Cherished Pets' expertise and Align Agency's consulting strength to ensure that this project is well-supported and positioned for success.

Cherished Pets is pleased to offer \$5,000 of pro bono services, which may also include up to one day of advisory services with Dr Alicia Kennedy, and helps cover the project's consulting costs. This contribution reflects Cherished Pets' recognition of the positive relationship with Pets and Positive Ageing and shared commitment to supporting vulnerable pet owners. Formalising this partnership through a Memorandum of Understanding (MOU) will strengthen joint efforts. We look forward to discussing this further and, if approved, promoting this collaboration to advocate for increased national support for ageing Australians and their pets.

Project Plan

1. Needs Assessment (November 2024)

- Undertake a comprehensive needs assessment of older pet owners in the ACT, using existing data from 2020 (PAPA research of ACT needs), 2022 (PAPA organised workshop findings on wellbeing requirements) and 2023 research (CANA) sources identifying gaps in current research
- Any gaps would be potentially addressed by a focus group assembled in November/ December 2024 if necessary.
- Note: Data to be supplied. Recruitment and facilitation of focus group sessions will be managed by Pets and Positive Ageing. Align Agency services can support session design.

Outcomes: A thorough and data-driven understanding of the specific needs of elderly pet owners in the ACT.

Deliverable: Needs Assessment Report

2. Program and Service Model Design (December – February 2025)

Create a detailed program design based on the needs assessment. This includes outlining services, eligibility criteria, volunteer roles, and partnership structures to establish a practical and effective service model.

Outcomes:

- A well-structured program that clearly outlines the services offered, ensuring they meet the practical needs of the community.
- Defined roles for volunteers, ensuring effective service delivery.
- Overview of partnerships required to support the program's capacity and effectiveness.

Deliverable: Program and Service Model Document

3. Establish Volunteer Framework (February – March 2025)

Develop a framework for recruiting, training, and engaging volunteers. Design volunteer roles, create a training program, and recommend volunteer management processes to ensure effective coordination and ongoing support.

Outcomes:

- A well-defined framework for recruiting, training, and managing volunteers to ensure the program's ongoing success.
- Recommendations for volunteer management systems to streamline communication, scheduling, and support. Note: Align Agency can recommend platforms but implementation of them is out of scope.

Deliverable: Volunteer Framework

4. Sustainable Funding Model Development (March 2025)

Develop a funding model by identifying diverse income streams, including fundraising, and fee-for-service options.

Outcome:

- A strategy for long-term financial sustainability to ensure continuous and effective service delivery.
- Note: Align Agency will recommend funding and income diversification strategies. Identification of specific grant opportunities is out of scope.

Deliverable: Funding Strategy

Financial Investment

Activity	Financial Contribution	Pro Bono contribution
Needs Assessment	\$4,800	
Program and Service Model Design	\$4,800	
Volunteer Framework Establishment	\$4,800	
Sustainable Funding Model	\$10,500	Commercial In Confidence
Total Consulting Fees	\$24,900 + GST	
Client Budget	\$15,000	
Total Investment	\$15,000 + GST	

Terms:

- Invoices are payable by electronic funds transfer to Align Agency on receipt of issue.
- The Quote and Agreement is sent separately from this Proposal, and acceptance of the Quote will confirm the engagement for the project.
- The full invoice will be issued to the Client upon completion of the Services or as directed by the Client regarding the timing of fund disbursement.

Fees: For reference, the development of a fundraising and philanthropy kickstarter program – which is similar in scope to the sustainable funding model deliverable – has a typical fee of Commercial in confidence so pro bono support is provided to ensure project success within budget.

Note on Grant Deed Deliverables

As requested in the email on 8 September, this proposal includes the four phases of the project outlined above. Phases five and six, will be managed by **Pets and Positive Ageing**. Phase seven, which pertains to impact measurement, would typically involve designing an outcomes framework, a theory of change, survey design, and data collection processes. For reference, the investment for impact measurement and management design for a small-medium sized organisation generally starts at

Commercial In Confidence

Additional grants may be pursued to support capacity-building efforts during this phase of the project.

Intellectual Property

Upon reviewing the **Grant Deed**, Clause 11 on Intellectual Property (IP) states that the Territory does not claim ownership of the Deed Material created in the Funded Program, however, the Territory does have a worldwide, irrevocable, and perpetual licence to use the Deed Material. It is important to be aware of the implications of this IP clause, particularly regarding the future use of materials created within this project and its possible impact on service providers, partnerships and funding.

Cherished Pets' contribution to the project is in the form of advisory services rather than the sharing of IP related to their programs. This approach aligns with Clause 11.3 on third-party rights, ensuring that Cherished Pets' contribution meets the specified requirements.

10 September 2024



Personal information

Copy of accepted quote

1 message

Di Johnstone
To:

QUOTE

Align Agency
ABN: 49 576 354 136

Pets and Positive Ageing Inc.

Quote ref: Commercial In Confidence
Quote date: 10/09/2024
Expiry date: 10/10/2024

Description	Qty	Unit Price	GST	Total (excl. GST)
Consulting Services - Pets & Wellbeing Service	1.00	\$15,000.00	\$1,500.00	\$15,000.00

Subtotal (excl GST):	\$15,000.00
Total GST:	\$1,500.00
Total estimate:	\$16,500.00 AUD

Invoice comments:
AGREEMENT

Contractor: Personal information Align Agency | Client: Pets and Positive Ageing Pty Ltd

Confidentiality: The Contractor agrees that they will not disclose, divulge, reveal, report or use, for any purpose, any Confidential Information which the Contractor has obtained, except as authorised by the Client or as required by law.

Ownership of Intellectual Property: All intellectual property and related material that is developed or produced will be the property of the Client.

Right to Terminate: Either party may terminate their involvement in the project at any phase by providing written notice to the other party. The notice period shall be 14 days. In the event that this Agreement is terminated by the Client prior to completion of the Services but where the Services have been partially performed, the Contractor will be entitled to pro rata payment to the date of