



# PILOTS TO THE RESCUE

🐾 Let's collaborate to  
**SAVE LIVES!**

phone : 212.404.6936  
email : [hello@pilots-to-the-rescue.org](mailto:hello@pilots-to-the-rescue.org)  
website : [pilots-to-the-rescue.org](http://pilots-to-the-rescue.org)



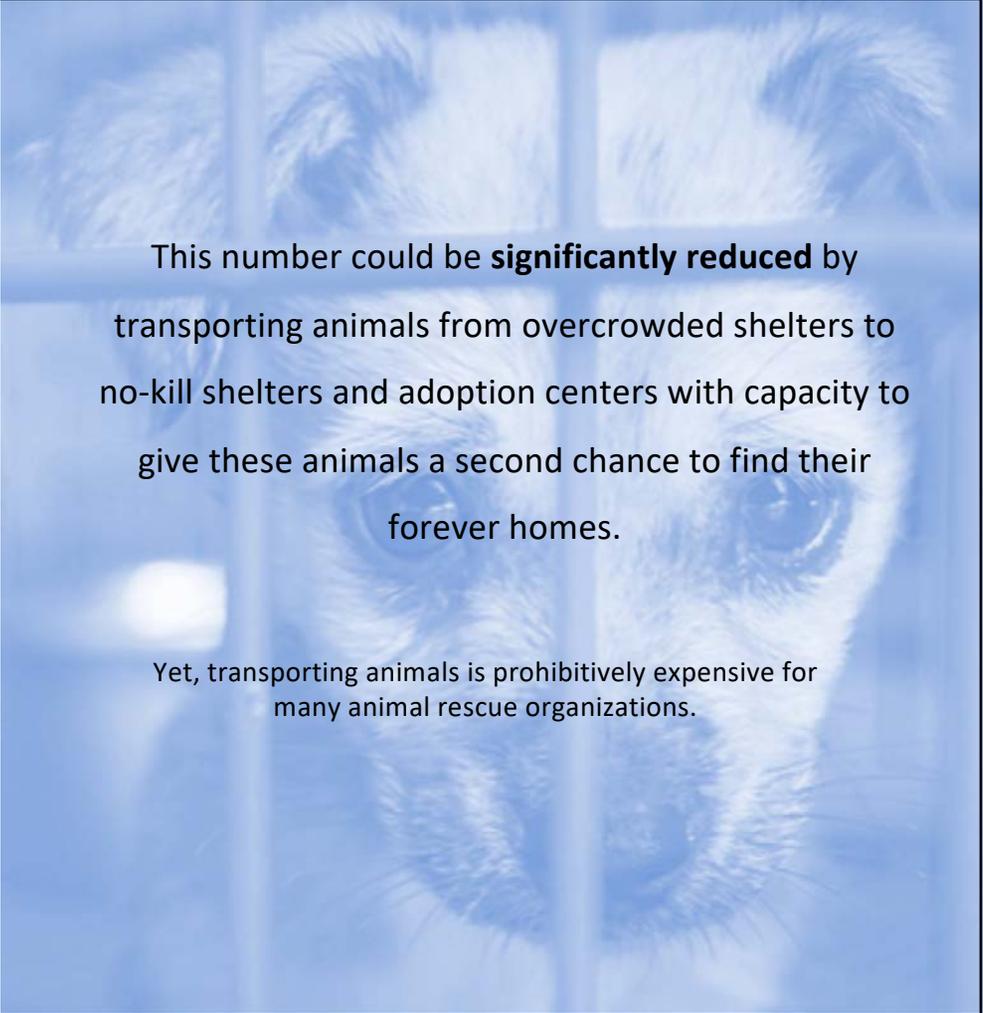
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# 920,000 animals in US shelters are euthanized every year.

Northern shelters are often empty while southern shelters are overcrowded.



This number could be **significantly reduced** by transporting animals from overcrowded shelters to no-kill shelters and adoption centers with capacity to give these animals a second chance to find their forever homes.

Yet, transporting animals is prohibitively expensive for many animal rescue organizations.



2 *Michael Schneider, Founder aka "Top Dog"*

# Our Mission

- 🐾 To **prevent at-risk animals from being euthanized** by transporting them via air and ground transportation to give them the best chance at adoption.
- 🐾 **Volunteer pilots** fly animals from critical situations to safety, ultimately **saving lives**.





## Meet “Big Paw”

2024 was a landmark year for Pilots To The Rescue with the acquisition of our Kodiak 100 plane, nicknamed 'Big Paw,' which has doubled our capacity to save lives!

This plane now **enables us to transport more animals in a safer and more reliable manner**, and helps us reach remote rural areas. This is especially critical for our disaster response missions.

With Big Paw, we can now transport up to 100 dogs and cats per mission!



# About Our Work



🐾 Our rescue plane is based out of Essex County Airport (KCDW) in Fairfield, NJ

🐾 We fly and utilize our fleet of rescue vans for hybrid transportation missions, reaching underserved communities.

🐾 In 2025, we are celebrating 10 years of saving lives.

🐾 We typically run rescue missions once or twice per week.

🐾 Influencers and reporters often join our missions.





## Disaster Response

Pilots To The Rescue plays a critical role in times of crisis. Our team has successfully conducted lifesaving missions **before and after natural disasters**, including Hurricane Helene and Hurricane Milton, evacuating at-risk animals from shelters facing danger.

**Demand for rapid-response animal transport continues to grow.** These missions are high-impact, urgent, and resource-intensive.

We are seeking rapid-deployment partners to underwrite flights, fuel, and emergency logistics. Strategic investment in this area will ensure Pilots To The Rescue can scale our disaster response capabilities—delivering swift, compassionate rescue for animals when every second counts.



[Pilots To The Rescue flies animals left homeless from North Carolina to New York following Hurricane Helene](#)



[Greenpoint man takes to the skies to rescue of at-risk animals in the south ahead of Hurricane Milton](#)



## Protecting Wildlife

While Pilots To The Rescue has historically focused on saving vulnerable cats and dogs, we have strategically expanded our mission to include endangered and threatened species.

In response to increasing requests from wildlife organizations including Humane World for Animals and conservation agencies, we now **selectively provide emergency transport and relocation of threatened species**, including sea turtles, wolves, and foxes.

These highly specialized missions align with our expertise in rapid-response rescue and reflects our commitment to amplifying our impact within the broader animal welfare ecosystem.



Pilots To The Rescue flew Ginger, a young American red wolf, on a life-saving mission from New York to the North Carolina Zoo, helping advance the national recovery effort to save her species from extinction.

Once widespread, the American red wolf is now the most endangered canid on the planet with **fewer than 20 left in the wild**.

# 2025 Marks Our 10th Anniversary!

We are proud of the souls we have saved and the communities we have uplifted with your generous support!



**348**  
Missions



**408,390**  
Miles



**5,512**  
Souls

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## 2025 Missions



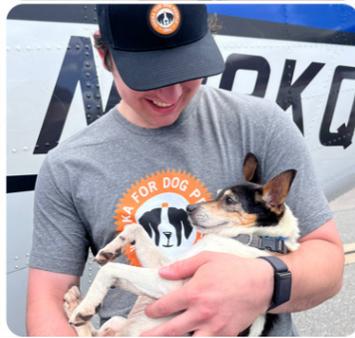
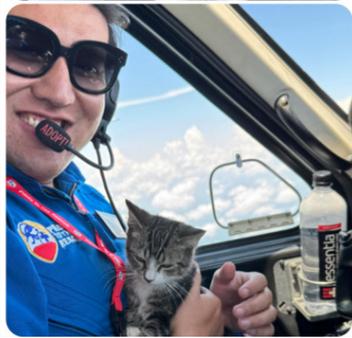
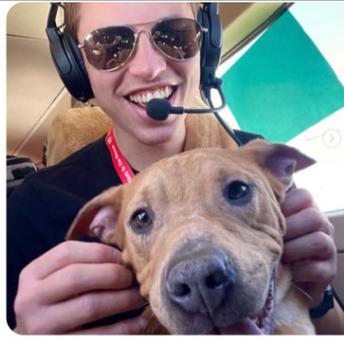
**75**  
Missions



**111,204**  
Miles

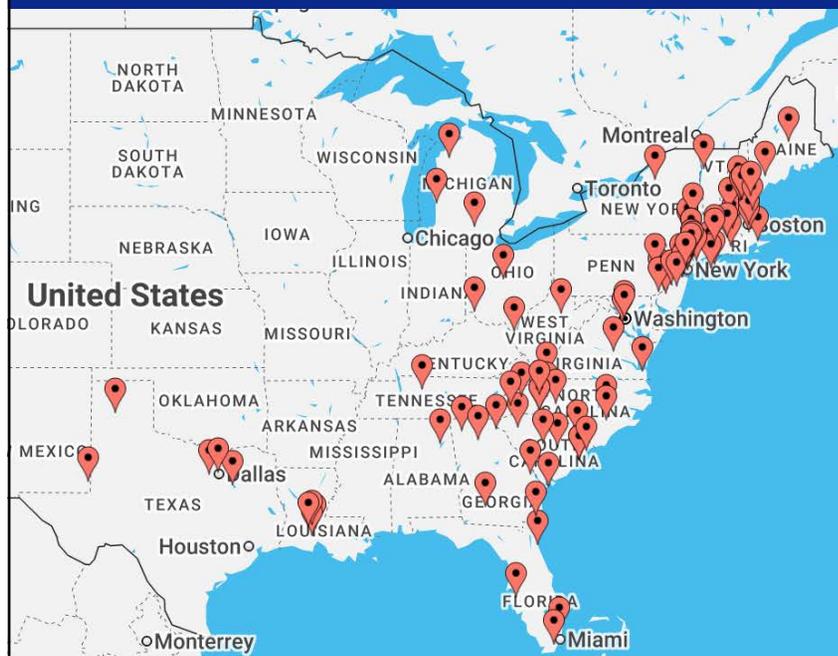


**2,001**  
Souls





# Our Impact Saving Lives



*Our base of operations:  
Essex County Airport (KCDW),  
Fairfield, NJ*

***100 shelters partners  
across 29 states***



## Collaborators

we have **Teamed Up** with





@pilotstotherescue

# Driving Awareness via Social Media



**9.6M** | **77K\***  
2025 Reach | Followers  
as of 7/25



**535K** | **87K**  
2025 Reach | Followers  
as of 7/25



**7.4K**  
Followers



**679K** | **9.3K**  
2024 Views | Followers



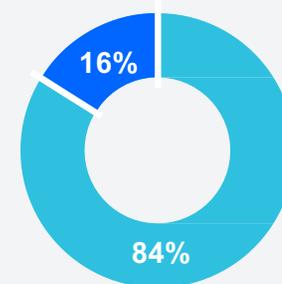
**292K** | **3.8K**  
2024 Reach | Followers



**51K** | **1.7K**  
2024 Reach | Followers



\* Age of Followers



Women  
Men

\*96% of our audience is located in the United States



## Reaching Audiences with Top Content Creators

Influencers frequently join our missions to provide their audiences with a behind-the-scenes look at our live-saving work.



Mack Rutherford holds the Guinness World Record as Youngest Person To Fly Around The World Solo (16-17 years). He has 87.1K followers on Instagram

[@macksolo22](#)



Animal Advocate Kyle Thomas is the #1 highest earning TikTok personality in the UK with 35 million followers on TikTok and 1.3 million on Instagram and 213K on Facebook

[@kylethomas](#)



Gabby Epstein (3.9 million on Instagram and 72K on TikTok) and Nicole Patrick (26.3K followers on Instagram) are founder of Rescue Spot, a pet adoption platform

[@gabbyepstein](#)



Elias Friedman is a New York Times bestselling author, photographer and Founder of The Dogist reaching 2.1M on TikTok, 7.6 million on Instagram and 1M on Facebook

[@thedogist](#)



# Making Headlines



How Pilots To The Rescue is saving pet lives one flight at a time.

## Pet Age



Hartz Shelter Outreach Program, Pilots To The Rescue transport animals in need.

## CBS NEWS NEW YORK



CBS2's Vanessa Murdock flew with "Pilots to the Rescue," local pilots who fly to save the lives of furry friends and raise awareness of an issue that continues to plague the country -- euthanasia.

## WSMV 4 NASHVILLE'S STATION



Rescue dogs on the journey of a lifetime, traveling from overcrowded shelters to find their forever homes.



**JOIN OUR  
MISSION!**



# What Does Collaboration Look Like?



## CONTRIBUTE TO A REAL MISSION

Participate in a mission rescuing at-risk animals and make a tangible impact. Your company can participate in the mission in-person, or remotely with a brand takeover. Either way, you will be increasing awareness of animal rescue and contributing to a real public benefit.



## BRAND

All of our collaborators agree that we help them build a more authentic brand, which shows their commitment to positive social change. We even find perfectly matched brand ambassadors for fly-alongs and further outreach.



## PRESS

Our media team pitches and secures media coverage for sponsored missions. We work with your media team to ensure consistent messaging.



## SOCIAL REACH

We help our collaborators get exposed to new audiences with a clear message, leading to high conversion rates. The content also connects them with their own communities in an interactive and real way.



## SALES

According to Nielsen, 2/3 of consumers are more willing to pay extra for products and services that come from companies who are committed to positive social impact. We help our collaborators show commitment to social impact.



## EMPLOYEE MORALE

Employees love connecting to our mission. Our collaborators have all seen their employees' morale, fulfillment, and engagement improve as a result of our work together.





# All Sponsors Receive These Core Benefits



## Brand Exposure & Visibility

- Logo Featured on all Collateral: Print/Digital/Social
- Official Sponsor Recognition on PilotsToTheRescue.org
- Custom Brand Decal on Rescue Aircraft and Vehicles
- Recognition in Press Releases & Mission Media Coverage
- Pre- & Post-Mission Mentions across all Social Media

## Mission Day VIP Experience

- Invitation to Mission Day Event
- Meet & Greet with Pilots and 'Top Dog'
- Tour of the Aircraft
- Check Presentation
- Media Opportunities

## Post-Mission Recognition

- Post-Launch Celebration with PTTR Leadership
- Feature in PTTR's Annual Report & Newsletter
- Analytics Report on Sponsorship Impact



# Sponsorship Levels & Add-Ons

## Navigator

*\* Includes all Core Benefits, plus:*

- **1** Sponsored Rescue Mission
- **4** VIP Guests Invited to Mission Day
- **Small** Brand Decal on Rescue Aircraft & Vehicles
- **3 Months** of **Usage Rights** (to repurpose our mission content for your own marketing) + **Whitelisting Privileges** (to boost content for greater reach)
- **Micro Influencer Exposure** (PTTR invited influencers wear sponsor branded merch)

**\$10,000**

## Co-Pilot

*\* Includes all Core Benefits, plus:*

- **2** Sponsored Rescue Missions
- **6** VIP Guests Invited to Mission Day (1 fly along)
- **Medium** Brand Decal on Rescue Aircraft & Vehicles
- **6 Months** Usage Rights + Whitelisting Privileges
- **Enhanced** Social Media & Press Coverage
- **Mid-Tier** Influencer Exposure (our influencers often showcase sponsors in their social content, providing additional brand visibility)

**\$25,000**

## Pilot

*\* Includes all Core Benefits, plus:*

- **4** Sponsored Rescue Missions
- **10** VIP Guests Invited to Mission Day (2 fly along)
- **Large** Brand Decal on Rescue Aircraft & Vehicles
- **12 Months** Usage Rights + Whitelisting Privileges
- **Premium** Social Media and Press Coverage
- **Macro** Influencer Exposure
- **Live Stream** with Top Dog
- **Industry Exclusivity** (your brand is the exclusive sponsor in your industry)

**\$50,000**



SPONSORSHIP BENEFITS	NAVIGATOR	CO-PILOT	PILOT
Rescue Mission(s) taking off because of <b>YOU!</b>	1	2	4
VIP Participants Invited to Mission Day	4	6	10
VIP Participants Invited to Fly Along		1	2
Custom Brand Decal on Rescue Aircraft & Vehicles (decal size varies by tier)	✓	✓	✓
Logo Featured on all Collateral: Print/Digital/Social	✓	✓	✓
Official Sponsor Recognition on PilotsToTheRescue.org	✓	✓	✓
Recognition in Press Releases & Mission Media Coverage	✓	✓	✓
Pre- & Post-Mission Mentions across all Social Media	✓	✓	✓
Check Presentation & Media Opportunities on Mission Day	✓	✓	✓
Post-Launch Celebration with PTTR Leadership	✓	✓	✓
Feature in PTTR's Annual Report & Newsletter	✓	✓	✓
Analytics Report on Sponsorship Impact	✓	✓	✓
Mission Content Usage Rights + Whitelisting Privileges	3 Months	6 Months	12 Months
Increased Press, Social Media, & Influencer Exposure		Enhanced	Premium
Live Stream with Top Dog			✓
Industry Exclusivity (your brand is the exclusive sponsor in your industry)			✓



## Jennifer Xu

Director of Development | AKA “Top Cat”

phone : 917.336.0566

email : [jen@pilotstotherescue.org](mailto:jen@pilotstotherescue.org)

website : [pilotstotherescue.org](http://pilotstotherescue.org)



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