

MAYDAY ANIMAL SHELTER

Afumati, Ilfov, Romania



mayday-animal-shelter.com

\$MAYDAY CA 21XYJh8HHwWE4cgTR7KusEoUp43uqfH6yhAgT3HQPump

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The purpose of this project is to build an animal shelter in Afumati, Ilfov, Romania, that will take care of animals in need, with the end goal of finding proper homes for each animal, or provide means to remotely contribute each month through \$MAYDAY token.

During this process, is crucial to spread awareness about the importance of animal sterilisation and encourage people to get knowledgeable about what their responsibilities are, as "pet owners".

Grants and Funding Sources

To supplement individual and crypto donations, we will actively seek grants and institutional funding:

- **EU and EEA Grants:** We will monitor opportunities under EU-funded programs or EEA/ Norway Grants that align with animal welfare, community development, or environmental health. While the EU doesn't have direct grants for stray animal shelters, projects tying into public health or innovation (such as our tech-enabled approach) could attract funding. The Norwegian and Swiss financial mechanisms in Romania have previously funded NGO projects – we will apply if calls for proposals open in areas we qualify (e.g. an education campaign on rabies prevention through stray management). Partnering with the Ilfov County Council could also open avenues to infrastructure funding; some municipalities have noted that if possible they would tap European funds for building shelters evenimentulmuscelean.ro. We'll remain alert for any pilot programs or EU research grants (for example, Horizon Europe projects on One Health, where we could be a case study site linking animal and human well-being).
- **International NGOs and Foundations:** We will pursue support from global animal welfare organizations. Groups like **Four Paws International** and **Humane Society International (HSI)** are active in Romania humaneworld.org four-paws.org – we will build relationships and potentially partner on campaigns (HSI might provide free spay/neuter services or training; Four Paws might include our shelter in their community programs). Foundations such as the **Brigitte Bardot Foundation** or **RSCPA International** sometimes give grants or equipment to shelters in need. We will research and apply to such programs, presenting our business model and crypto innovation as a unique strength.
- **Local and National Funds:** Some local councils or county budgets offer small grants to NGOs each year (typically for youth, sports, or social services). We will advocate that animal welfare is a public service and apply for any county council funding scheme. At national level, Romania's **Civil Society Development Foundation (FDSC)** manages grants (e.g. via the Active Citizens Fund); we will submit proposals if any call relates to our field. For instance, a project to educate communities about responsible pet ownership or to create a "digital solution for stray dog mapping" could win innovation funding.
- **Crowdfunding and Campaigns:** In addition to \$MAYDAY crypto fundraising, we will run periodic crowdfunding drives on platforms like Patreon, GoFundMe, or Romanian sites

(Sprijina.ro, Bursa Binelui, etc.) for specific needs – e.g. “Help us build a new cat quarantine ward” – engaging both the crypto community and general public. Our tech-savvy approach and transparency (with live feeds and app updates) can attract backers globally. We’ll leverage storytelling – each campaign anchored by an animal’s story or a specific problem – to maximize emotional impact.

Tax Benefits and Incentives

Operating as a registered charity in Romania provides significant tax-related fundraising tools:

- **Individual Redirection of Income Tax (3.5% Mechanism):** Romanian taxpayers can redirect **up to 3.5% of their annual income tax** to an NGO of their choice termene.ro. We will capitalize on this by running annual campaigns to encourage supporters (and sympathetic citizens) to fill out **Form 230** naming our shelter. This essentially allows people to support us without any cost to them (it’s a portion of tax they’ve already paid). For example, if a supporter’s income tax for the year is 1,000 RON, they can direct 35 RON of that to our shelter instead of the state termene.ro. We aim to gather hundreds of such forms, which could result in tens of thousands of RON yearly. We will ensure to submit the forms to ANAF by the deadline and follow the procedure as per Ordinance 103/2025 termene.ro. Promoting this mechanism (through social media and perhaps events like “Fill 230 for the Strays” drives) will be a key yearly activity, as it’s a reliable source of funds for many Romanian NGOs.
- **Corporate Sponsorship with Tax Deductions:** Romania’s Fiscal Code and Sponsorship Law allow companies to donate a portion of their taxes to NGOs. Specifically, **companies paying profit tax** can deduct sponsorships up to **20% of their profit tax due and 0.75% of turnover**, whichever limit is lower startupcafe.ro. This effectively means a company can divert up to 20% of what it would pay in taxes to our shelter instead, at no net cost to the company. To leverage this, we will register our NGO in the official **Registry of Entities for which tax deductions are allowed** (managed by ANAF) so that sponsors can qualify startupcafe.ro. We will then approach local businesses (especially those in Ilfov/Bucharest) with sponsorship proposals highlighting this incentive. For example, a firm with 100,000 RON profit tax due can give us 20,000 RON and subtract that from its tax payment startupcafe.ro. We will prepare sponsorship contracts compliant with Law 32/1994 to formalize these deals startupcafe.ro. We’ll target industries like pet food producers, veterinary pharma companies, IT companies with CSR budgets, and any business that wants to improve its community profile. In return, besides the tax cut, we can offer publicity (logo on our website/app, mention in press releases, naming an enclosure after a major sponsor, etc.).
 - Note that **microenterprise** taxpayers (small companies on revenue tax) can also redirect **20% of that tax** via sponsorship, within similar limits, and now have an easy post-year-end mechanism (Form 177) to do so pwc.ro. We will include these in our outreach.
- **In-Kind Donations and VAT:** Companies might donate goods (food, materials) instead of cash. Romanian law allows them to deduct the cost of those goods similarly as sponsorship, and in certain cases, VAT on donated goods can be not collected if done under sponsorship law. We will thus encourage in-kind support: e.g. construction firms donating building materials, supermarkets donating unsold pet food, vets donating a day of free services, etc.

We'll ensure proper sponsorship contracts or donation notes to maximize their fiscal benefit and meet auditing requirements startupcafe.ro

- **NGO Tax Exemptions:** Our NGO itself will be exempt from profit tax on donations, sponsorships, and membership fees, as these are not commercial income. If we engage in any economic activity (like selling merchandise or a small adoption fee), as long as it's related to our mission and under a certain threshold, it remains tax-free or taxed favorably under NGO rules. We will also be exempt from local council taxes for any property we own/use directly for our mission (for example, if we eventually own the shelter land or buildings, we can request local tax exemption as a public utility entity). Should we earn income from the \$MAYDAY crypto (if its value rises), that will be treated as donations as well when converted to RON – we'll get accounting advice to correctly classify and possibly benefit from the fact that crypto donations are like in-kind donations (current Romanian law doesn't specifically tax crypto received by NGOs).
- **Public Utility Perks:** If after 3+ years we achieve public utility status, we could receive special subsidies or easier access to state resources. Public utility NGOs sometimes get the right to use state assets for free or receive direct grants from ministries. It also allows individuals to donate a higher percentage of tax in some cases (public utility orgs used to get 2% from salaries vs 1% for others under old law; now it's a flat 3.5% for all certified entities). Regardless, attaining that status will elevate our profile for funding.

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In summary, our funding strategy is diversified: **global crypto donors, local community giving (including tax-redirection), corporate partnerships, and grants**. We will maintain rigorous financial management to meet all legal requirements and inspire confidence from funders. All donations and grants will be recorded and acknowledged, and their usage reported openly, reinforcing to donors (and authorities) that funds are utilized for the shelter's charitable purpose. We recognize that running a shelter is a long-term financial commitment – thus, building a stable base of recurring support (monthly donors, sponsors, 3.5% forms, corporate annual sponsorships) is as crucial as securing big one-time gifts. By exploiting the unique synergy of grassroots philanthropy and cryptocurrency, supported by a solid legal framework and funding incentives, we are confident the MAYDAY Animal Shelter will not only launch successfully but thrive sustainably as a beacon of hope for stray animals in Romania.

Mobile App Component

Overview

The mobile application will serve as the digital hub for our animal shelter. It will not only facilitate donations through the \$MAYDAY token but also provide critical features for pet adoption, community engagement, and animal welfare monitoring. The app will be designed for both donors and shelter staff, integrating seamlessly with our operational systems.

Key Features

- **Virtual Pet Adoption:**
 - Detailed profiles of dogs and cats available for adoption (both physical and remote adoption via the \$MAYDAY token).
 - Live updates and photos, enabling potential adopters to follow the progress of each animal.
- **Donation Tracking & Crypto Integration:**

- Integration with the Solana blockchain to manage \$MAYDAY token transactions securely.
- A user dashboard to track donations, token rewards, and the impact of contributions.
- **Stray Animal Reporting:**
 - Geolocation-based features that allow users to report stray animals or cases of animal abuse.
 - Direct integration with local authorities and shelter staff to ensure rapid response.
- **Live Streaming & Real-Time Updates:**
 - Live video feeds from the shelter, enabling donors to see the animals and facility operations in real time.
 - Notifications about new arrivals, adoption events, or urgent care needs.
- **Community Engagement:**
 - Forums or social features to share success stories, volunteer experiences, and pet care tips.
 - Push notifications for events, fundraisers, or critical updates.
- **Administrative Panel:**
 - A dedicated section for staff to update animal profiles, manage reports, schedule veterinary care, and track operational metrics.
 - Tools for financial transparency, allowing staff to update expenditure and donation allocations.

Development Approach and Cost Estimates

- **Platform and Technology:**
 - **Frontend:** Mobile app (iOS and Android) developed using cross-platform frameworks like Flutter or React Native.
 - **Backend:** Secure servers for data storage, integrated with blockchain services for \$MAYDAY token management.
 - **APIs:** RESTful or GraphQL APIs to connect the app with our operational systems and live streaming services.
- **Cost Estimates:**
 - **Development:** Depending on the complexity and the choice of development team (in-house vs. outsourcing), the estimated cost can range between **\$30,000 to \$100,000**.
 - **Maintenance & Updates:** Ongoing costs for server hosting, security updates, and feature enhancements (budget around 15–20% of the initial development cost annually).
 - **Blockchain Integration:** Additional costs related to integrating with the Solana network, including wallet integration and smart contract audits, may range from **\$5,000 to \$20,000**.
- **Timeline:**
 - **Prototype Development:** 3–4 months to create a minimum viable product (MVP) with core features (virtual adoption, donation tracking, and reporting).
 - **Full-Scale Launch:** 6–9 months for complete integration of all features, testing, and launch.
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Crypto Integration & Innovative Uses of \$MAYDAY Token

- **Remote Pet Adoption:**
 - Allow donors to “adopt” a pet remotely, with periodic updates and virtual interactions facilitated through the app.
- **Token-Based Rewards & Governance:**

- Donors can earn additional \$MAYDAY tokens based on their contributions or volunteer activities.
- Enable token holders to participate in governance decisions, such as voting on specific projects or improvements for the shelter.
- **Exclusive Access & Benefits:**
 - Offer special perks, like behind-the-scenes content or early access to live streams, to token holders.

User Experience and Community Building

- **Intuitive Design:**
 - A user-friendly interface that makes it simple to navigate between adoption listings, donation dashboards, and reporting tools.
- **Engagement & Transparency:**
 - Regular updates on how funds are being used and the impact on animal welfare, fostering a transparent relationship with donors.
- **Security & Data Privacy:**
 - Compliance with GDPR and local Romanian data protection laws to ensure user data is secure.

Integration with Overall Business Plan

The mobile app will serve as a bridge between the shelter's day-to-day operations and its broader community and funding initiatives. By enabling direct communication with supporters, simplifying the donation process via \$MAYDAY tokens, and offering real-time updates on shelter activities, the app becomes both a fundraising tool and a community engagement platform. This digital approach is intended to enhance transparency, drive recurring donations, and facilitate a unique remote pet adoption experience.

In summary, the mobile app is not an add-on but a central pillar of our project—supporting everything from animal care and donor engagement to community reporting and operational transparency. Its success will be key to sustaining both the shelter's mission and its innovative funding model.

Conclusion: This business plan has detailed the blueprint for establishing and operating the MAYDAY Animal Shelter as a modern, community-driven NGO. From navigating legal registrations and land leases, through constructing a facility and covering its costs, to pioneering crypto integration with the \$MAYDAY token and engaging supporters via a custom app, each component is designed to support our mission: rescuing and caring for homeless dogs and cats, while involving the public in a meaningful way. By adhering to Romanian laws and standards, leveraging financial incentives, and fostering transparency and innovation, the shelter will be positioned for both immediate impact and long-term success. We have cited official sources and case studies throughout to ensure our plan is realistic and compliant. With careful execution of this plan, the vision of a 100-capacity no-kill shelter in Ilfov will become a reality – transforming the lives of animals in need and setting an example of how technology and compassion can unite for the greater good.