

# WE LOVE DOGGOS

## HERO CLUB

**Mission PAWsible**  
Expedition Saves  
250+ Street Dogs!

**PLUS...**

**FUN & GAMES**  
**MEGA DEAL**  
**RESCUES**  
**& MORE!**

**WINTER 2023**



# HAPPY HOLIDAYS HERO CLUBBER

Thank you for all you do in making this world a better place for dogs.

In my role as the Executive Director of the We Love Doggos Charity I get to see, first-hand, the impact our Hero Club and this incredible community have on this very special mission.

This is the time of year where we reflect on our accomplishments.

## What did The Hero Club do in 2023?

We supported dog rescue charities and organizations that collectively saved over 2,500 dogs.



We built gazebos to shelter dogs from the scorching sun. We went to Mexico and vaccinated hundreds of "street dogs".



We sent the call out and our members saved dogs just days away from certain death. We paid adoption fees and medical bills that our dog-loving friends could not pay.



We helped transport 400+ dogs from kill shelters to safe havens and furever homes...and so much more.



Our collective voice is getting stronger and our impact larger and we will not stop until every dog is safe, happy and loved.

Enjoy this holiday edition of the Hero Club Magazine. We have games and stories and deals galore. But, most importantly, it serves as just one more way we serve each other and this world-changing mission we are on.

You see, we really DO make the world a better place for dogs!

Happy Holidays,

*Terry Williamson*

Executive Director  
We Love Doggos Charity





Heroes in Action (HIA) is our newest Hero Club initiative. The primary goal of the program is to recognize the “everyday heroes” in our community. With nearly 10,000 members now, there is rarely a day that goes by that one of our members isn’t doing something heroic to help a doggo-in-need.

Second, HIA financially supports three Hero Club programs: Lend-A-Paw, Dogg-o-lert and Mission PAW-sible.



The HIA Lend-A-Paw Program jumps in to provide financial support when one of our members identifies and nominates a dog that needs emergency medical care, is abandoned or taken from an “at risk” situation or where help is needed with covering transportation or adoption fees.

The HIA “Dogg-O-Lert” System is triggered when we learn of a very special, placeable dog that, for whatever reason, is facing being euthanized, usually within a couple of days. We send out the Dogg-O-Lert to our entire community of 500,000+ dog lovers with what the situation is, what is needed and how they can help.

We are always overwhelmed by the incredible response to these desperate calls for help and incredibly grateful to report that 100% of the dogs featured through our Dogg-O-Lert notifications are saved! THAT is the power of dog lovers united behind a mission to make the world a better place for dogs.



Finally, we introduce the largest and most impactful of our three HIA initiatives, Mission PAWsible.

In addition to supporting individual dogs, our Heroes in Action program supports underfunded dog shelters, dog rescue transportation services and mission-driven organizations committed to dog rescue.

Past missions include funding and participating in a drive to vaccinate 250 street dogs roaming the streets of Ensenada, Mexico sponsoring and installing a \$10,000 gazebo and rest area for shelter dogs exposed to the heat, installing air conditioning units at a shelter and funding several transports of dogs from kill shelters to safe havens up to 1,000 miles away.

# MISSION PAWSIBLE EXPEDITION

**Saves 250+ Street Dogs in Mexico!**

Love has no borders. That is doubly true for dogs. So, when we got a desperate call from The Animal Pad, one of our dog rescue charity partners in San Diego, CA to help save 250+ "street dogs" roaming the impoverished streets of Ensenada, Mexico, our Hero Club said YES!

Not only did The Club sponsor the full cost of the trip (medicine, vaccinations, supplies, food and treats for the dogs), but Jesse, our Charity Director and Terry, our Executive Director, actually WENT on the trip.



And, between just us, there were 6 very special dogs who needed help that we just couldn't leave behind. So, a little before midnight we walked back over the US border arm-in-arm with 6 new furry friends who just caught the break of a lifetime, all thanks to the Hero Club.

Finally, we are doing it again and again and again. Twice a year The Club will sponsor similar missions into desperate conditions where large numbers of at risk dogs need and will receive our help.



**WATCH  
THE VIDEO**



**We Want to Tell YOUR Hero Story!**

Did you rescue or adopt your doggo(s)? We want to feature you and share your story with the world. Simply scan the QR code to the right, complete the form, and we may just feature you and the story about how you rescued your fur-baby and became a Hero in Action!



# HERO CLUB Happenings!

Every Wednesday members receive an email with the latest and greatest “Happenings” here in The Hero Club. It’s a great way to not only keep up with the contests, deals and benefits of being a Hero Club member, but to also meet our members, follow the rescue missions and hear heartwarming stories of the many ways the club makes the world a better place for dogs.

Here are just 3 of the recent events, two past and one coming, that started as a new “Hero Club Happening”.

## Huck’s Heroes Memorial Fundraiser

In July we lost Huckleberry, one of the 2 We Love Doggos’ ambassadoggos. In his memory the hero club sponsored a fundraiser with 100% of the profits, almost \$2,000, going to our charity partner - The Animal Pad. Thank you!



## Congratulations To Our Prize Winners!



Furbo Pet Camera / Treat Tossor  
Triibby Kroepfelin



Pet Pro Carpet Cleaner  
Ruth Ann Holzhauser



3D Crystal Portrait  
Carol Tomson



Pet Speak Buttons  
Jan Schwartz



DNA Test Kit  
Tiffany Krafft



Custom Blanket  
Donna Valpey



## Spooky Paws Costume Contest

What’s cuter than Hero Club dogs in Halloween costumes? Nothing! We had over 100 submissions & 1,000 votes and the winner was... EVERY DOGGO!



## Turkey Day Doggo Trot

Bring yourself, your family, and of course your doggo and join hundreds of other Club Members from all over the nation for this incredible Thanksgiving week event!



## Longest tongue on a dog

The longest tongue on a dog measures 18.58 cm (7.31 in) and belongs to Mochi, a female St. Bernard and was measured in Sioux Falls, South Dakota, USA, on 25 August 2016.



## Tallest dog ever

Great Dane, Zeus, measured 1.118 m (44 in) tall on 4 October 2011 to become the biggest dog in the world. Zeus died in 2014 but remains the largest dog ever.

## Highest jump by a dog

The highest jump by a dog is 191.7 cm (75.5 in), and was achieved by Feather (USA) in Frederick, Maryland, USA, on 14 September 2017.



## Most tennis balls held in the mouth

Augie, a golden retriever owned by the Miller family in Dallas, Texas, USA, successfully gathered and held all five regulation-sized tennis balls on 6 July 2003.

## Longest wave surfed by a dog

The longest wave surfed by a dog (open water) is 107.2 m (351.7 ft), and was achieved by Abbie Girl (USA) at Ocean Beach Dog Beach, in San Diego, California, USA, on 18 October 2011.



# BLACK FRIDAY WEEK

Hot Deals ALL Week Exclusive to the  
We Love Doggos Community!

Tail-wagging deals on  
our irresistible Toys,  
Tasty Treats, and  
cozy T-Shirts!

Spoil Yourself and  
your doggo!

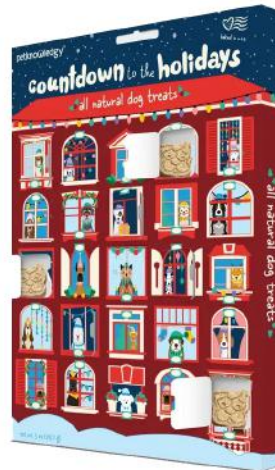
## BLACK FRIDAY BUNDLE



“All I Want For Chirstmas Is More  
Dogs” premium t-shirt PLUS a  
Gold “Heart & Paw  
Locket Necklace”,  
both for just  
**\$5.55 plus S&H!**



## New Product Launch!



**Doggie Advent Calendar**  
All natural Dog Treats  
for your pup to  
countdown to the  
Holidays.

25 Daily Treat  
Windows

Baked in the  
U.S.A.



## CYBER MONDAY ONLY!

Stainless Steel Fur Mama Mug  
Dog Mama Keychain  
Pawprint Earrings





# HERO CLUB HISTORY

## Chapter 1

Our family has always loved doggos, especially the disabled, downtrodden, hurt, helpless ones that nobody else wanted.

We adopted them, sponsored them, tracked their progress and spoke about them often. There was always a “furry friend in need” we had to help, and we did...and then there were many, many, many more!



You see, in early 2022, as the pandemic was ending, our family saw that the shelters were overflowing with dogs being returned by their owners. We knew that many of those dogs would not survive long enough to find new homes. They would be euthanized. We were horrified. We had to do something.



On June 1, 2022, with just a handful of members, it opened, the We Love Doggos Hero Club. We had ONE mission, to empty the overflowing shelters and help more dogs make it safely to their FURever homes.

Our strategy?

We would offer new members a free custom-designed dog tee-shirt, charge a small subscription fee and use the profits to directly fund projects and cover expenses related to dog rescue activities.



- \$15 Online Store Credit Each Month
- Hero Club Deals and Exclusive Offers
- Free Online Vet Appointment
- Hero Club-Only Facebook Group!

Now, less than 18 months later, we have over 9,000 members (9,423 to be exact!) and we, together with our charity partners, have helped rescue over 5,000 dogs.



But what could possibly bring such explosive growth?

Yes, the member benefits are AMAZING, but that is not it. Yes, the community is INCREDIBLE, but that is not it.

It is the dogs. The dogs are the reason we came together.

And, while we have hired more team members and quadrupled the size of our warehouse and switched suppliers to ones who could keep up with the dizzying pace and dealt with all of the pains of a rapidly growing business, we smile (not complain) and remember...it is about the dogs.



Jesse, our Charity Coordinator, is my daughter. Ellie Pickles, our mascot, is her disabled dog. My beautiful Huckleberry, who I lost recently, was my severely disabled French bulldog. We, together with my wife Lori, my other daughter Kate and our "fur family" Moppsie, Raven, Waffles, Melody and Thomas, we wrote Chapter 1 of the Hero Club History.

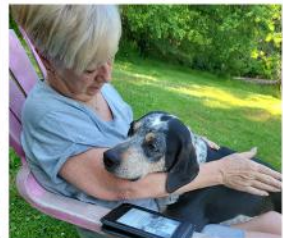
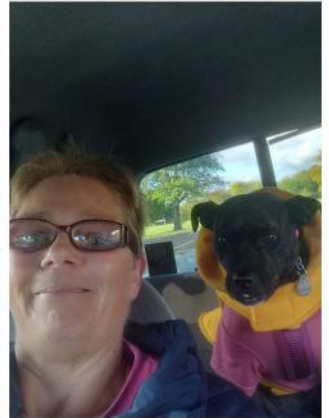


You, and I mean YOU specifically, are an instrumental piece of an incredible movement to make the world a better place for dogs.

Together, we will write Chapter 2.

Love Unleashed,

*Terry Williamson*



# FUN & GAMES Zone!

Buckle up, doggo enthusiasts, and pick up a pen - let's see how well you know our four-legged friends! Our fun and games section is filled with brain-teasing games and whimsical tests that are sure to get your tail shaking with joy. Think you can tackle them all?

You might scratch your head, or even call a buddy for some help. But don't forget, it's all about enjoying the process and honoring our furry companions. Let the games begin!



## TRIVIA

1. What is the smallest dog breed in the world?  
A. Golden Retriever  
B. Dalmatian  
C. Chihuahua  
D. Siberian Husky
2. Which breed of dog has a blue/black tongue?  
A. Beagle  
B. Rottweiler  
C. Shih Tzu  
D. Chow Chow
3. What is a dog's most highly developed sense?  
A. Sight  
B. Taste  
C. Smell  
D. Hearing
4. Which dog breed is known as the "king of terriers"?  
A. Airedale Terrier  
B. Cairn Terrier  
C. Bull Terrier  
D. Jack Russell Terrier
5. What is the national dog of France?  
A. Bulldog  
B. Poodle  
C. Bichon Frise
6. Which dog breed was bred to hunt burrowing animals, like foxes?  
A. Dachshund  
B. Boxer  
D. Samoyed
7. Which dog has a waterproof coat?  
A. Whippet  
B. Maltese  
C. Newfoundland
8. What is the term used to describe a group of puppies born to one mother at the same time?  
A. Cluster  
B. Brood  
C. Litter  
D. Pack
9. What was the primary purpose of the Saint Bernard?  
A. Guarding  
B. Hunting  
C. Pulling sleds  
D. Mountain rescue
10. Which dog breed is known for its distinctive "tuxedo" coat pattern?  
A. Shih Tzu  
B. Border Collie  
C. Boston Terrier  
D. Beagle

# WORD SEARCH

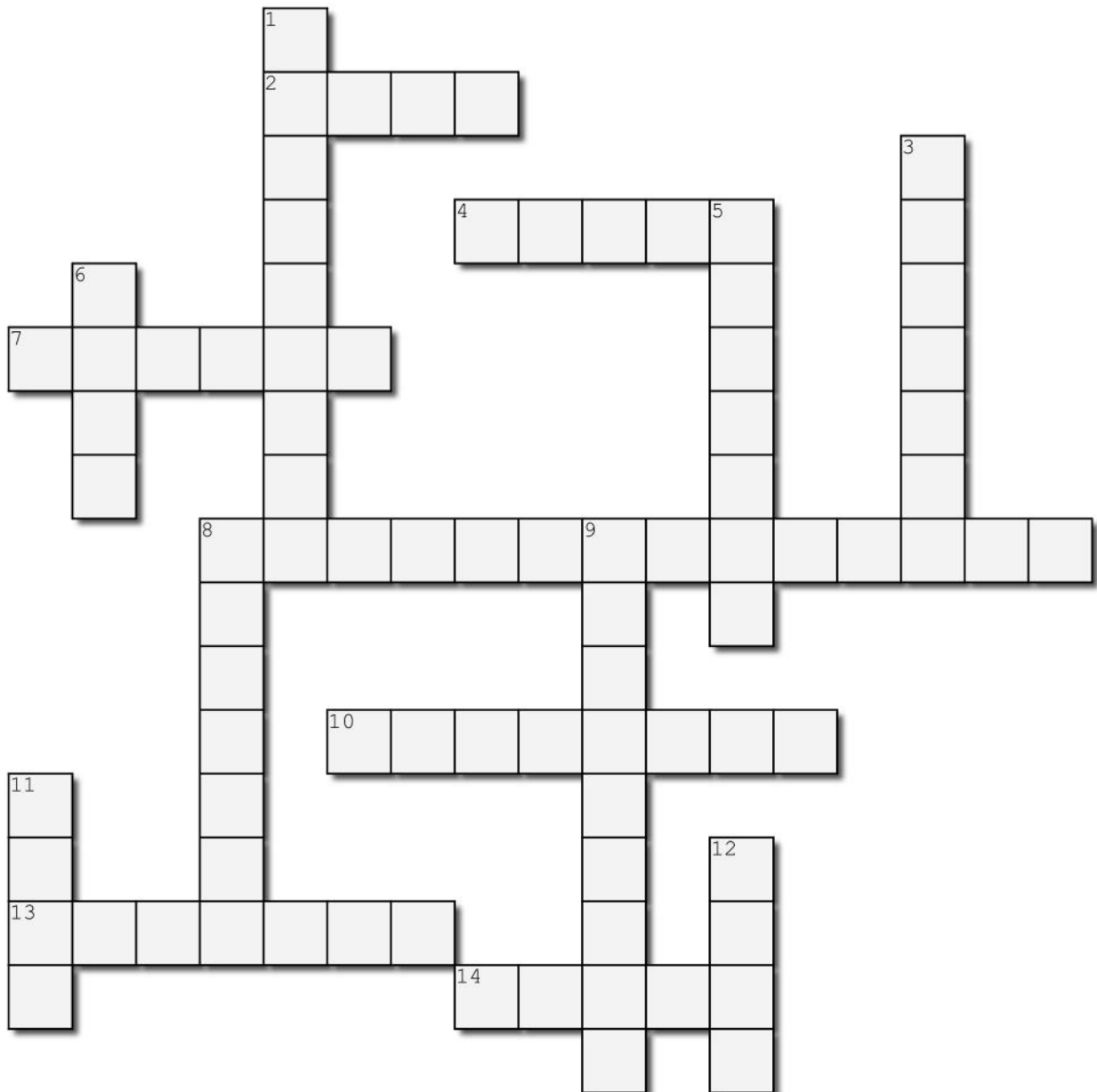
L T E T W P C M E L F A C Z E L F Q R S A L H F Q  
V C V O D V P X U V R O T D K W A I O E D N F Y U  
X C B A J U F I O E W A G S O S H K M O Y J G S O  
V J O E T V E J L T K R D J H V U S G N J G H G N  
V C Z L S D Z I C E I N X F C A L O G H D W N D C  
D U F G Q H E X L R Y J F V Q T K K R N I N X T C  
C R L E I W H I E I Z R G V I I J E O E C C S P T  
O L I T T E R Y R N S U Q Z X M J U O M U I K M Q  
L Q J T M C N D C A T A G F U M E R M Z M M M E T  
L J O S R B H V B R O X T D L T K W M X D H R K M  
A R M L D Y E U E I C W H X I Q S H Q D Y N I V J  
R S M H F U F N L A X E X W S O V E Q P P E O V R  
J G R E A T Q H L N L H P S D H O C G I F C C Q R  
A V R T V W S U Y X E C L A Z J D O U G T M M C D  
C C R V C O J S R J K T S H W N D J Y A T F D P W  
Z R F M Q D B K U W W O W H I S K E R S T M U M B  
I O B O S H M Y B S E A D U Z R Y R D E T H O W L  
B V E P A X P M H U S W L N U Z J H Z N D L K E C  
F I R L R P O B E D I E N C E Z D F D S A X K D U  
Z W O D U C O S V Q M R U V D A C H S H U N D O L  
T I F P H Y N N J J J G X J L D Y V S A S M C D K  
I Z J A A J I C K U J D T S Y Y Q O E Y N X S D I  
V Q F K V K C U N P X F C K E N N E L Z I E J T Q  
Q Y D A Q B L X W G C J O H I I E X S P F D T Y J  
F A Y Q E M R F P E S P M J L Z D Y I R F I W E H

PAWS  
PUPPY  
OBEDIENCE  
SNIFF  
LITTER  
ROTTWEILER

FETCH  
HOWL  
WHISKERS  
BELLYRUB  
HUSKY  
DACHSHUND

COLLAR  
GROOM  
KENNEL  
SHAKE  
VETERINARIAN

# CROSSWORD



## Across

2. Command to have a dog follow closely by your side
4. A game of toss and return with a dog
7. Device to restrict a dog's barking or biting
8. Popular choice for a police dog
10. A dog's show of submissiveness
13. Dog job in hospitals and nursing homes
14. A dog's warning

## Down

1. Human food that's toxic to dogs
3. A toy that dogs love to chase and fetch
5. They lead the sleigh in 'The Call of the Wild'
6. A dog might do this to a bone
8. Where dogs go to look and smell better
9. Shaggy's canine companion
11. A dog that has many breeds
12. A wild canine, often heard howling

# ***SPOT THE DIFFERENCE***

Unleash Your Observation Skills to Spot the 4 Differences



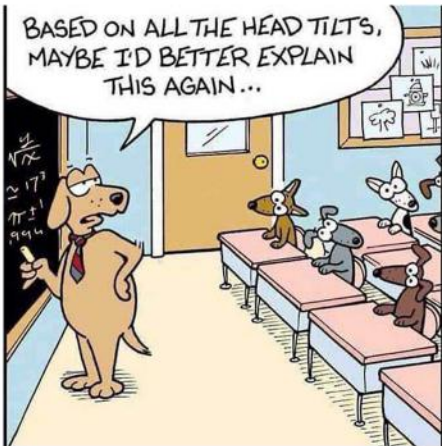
# WORD SCRAMBLE

## Unscramble These 20 “Dog Training” Words

1. eeOcnbedi ..... \_\_\_\_\_
2. veorRlIO ..... \_\_\_\_\_
3. madmoCn ..... \_\_\_\_\_
4. raTset ..... \_\_\_\_\_
5. kirlcCe ..... \_\_\_\_\_
6. hvaoBeir ..... \_\_\_\_\_
7. oilciaeSz ..... \_\_\_\_\_
8. oceernRfi ..... \_\_\_\_\_
9. wrRead ..... \_\_\_\_\_
10. niitCnodo ..... \_\_\_\_\_
11. ySta ..... \_\_\_\_\_
12. vteRerei ..... \_\_\_\_\_
13. atCre ..... \_\_\_\_\_
14. gityliA ..... \_\_\_\_\_
15. hSkea ..... \_\_\_\_\_
16. dntSa ..... \_\_\_\_\_
17. delaPDya ..... \_\_\_\_\_
18. keSpa ..... \_\_\_\_\_
19. niSp ..... \_\_\_\_\_
20. wlCra ..... \_\_\_\_\_



# DOGGO MEMES



He did it at his doggy daycare!



When you're laying in bed, and try to get the blankets out from under the dog...



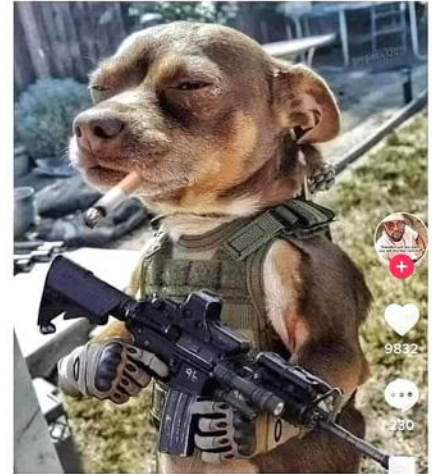
Me: Opens a bag of chips 2 rooms away  
My dog:



Maybe I'll bite, maybe I won't. Are you willing to take that risk?



How my dog sees himself when the doorbell rings



Omg I haven't seen u in 30 seconds



These photos were taken before and after the photographer called him a good boy



# ANSWER KEY

## Word Search

L T E T W P C M E L F A C Z E L F Q R S A L H F Q  
V C V O D V P X U V R O T D K W A I O E D N F Y U  
X C B A J U F I O E W A G S O S H K M O Y J G S O  
V J O E T V E J L T K R D J H V U S G N J G H G N  
V C Z L S D Z I C E I N X F C A L O G H D W N D C  
D U F G Q H E X L R Y J F V Q T K K R N I N X T C  
C R L E I W H I E I Z R G V I I J E O E C C S P T  
O L I T T E R Y R N S U Q Z X M J U O M U I K M Q  
L Q J T M C N D C A T A G F U M E R M Z M M M E T  
L J O S R B H V B R O X T D L T K W M X D H R K M  
A R M L D Y E U E I C W H X I Q S H Q D Y N I V J  
R S M H F U F N L A X E X W S O V E Q P P E O V R  
J G R E A T Q H L N L H P S D H O C G I F C C Q R  
A V R T V W S J U Y X E C L A Z J D O U G T M M C D  
C C R V O C J S R J K T S H W N D J Y A T F D P W  
Z R F M Q D B K U W W O W H I S K E R S T M U M B  
I O B O S H M Y B S E A D U Z R Y R D E T H O W L  
B V E P A X P M H U S W L N U Z J H Z N D L K E C  
F I R L R P O R E D I E N C F Z D F D S A X K D U  
Z W O D U C O S V Q M R U V D A C H S H U N D O L  
T I F P H Y N N J J J G X J L D Y V S A S M C D K  
I Z J A A J I C K U J D T S Y Y Q O E Y N X S D I  
V Q F K V K C U N P X F C K E N N E L Z I E J T Q  
Q Y D A Q B L X W G C J O H I I E X S P F D T Y J  
F A Y Q E M R F P E S P M J L Z D Y I R F I W E H

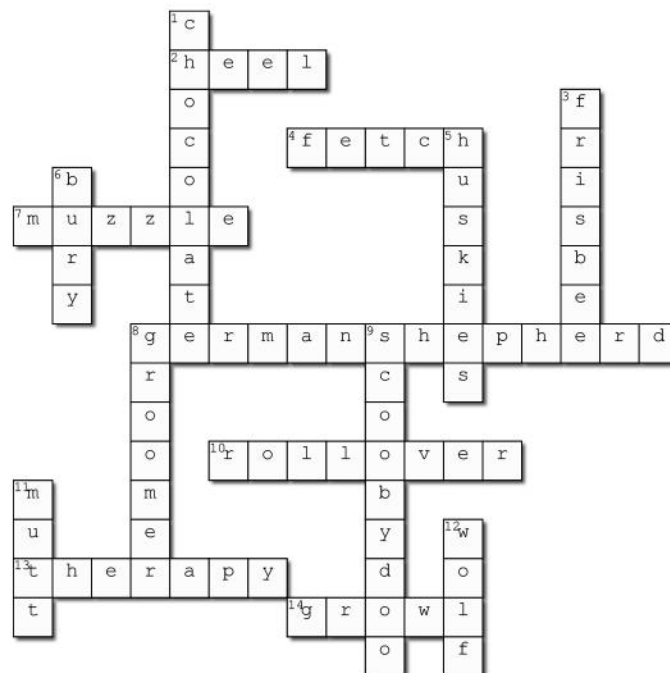
## Spot The Difference



## Word Scramble

1. Obedience
2. RollOver
3. Command
4. Treats
5. Clicker
6. Behavior
7. Socialize
8. Reinforce
9. Reward
10. Condition
11. Stay
12. Retrieve
13. Crate
14. Agility
15. Shake
16. Stand
17. PlayDead
18. Speak
19. Spin
20. Crawl

## Crossword



## Trivia

1. C
2. D
3. C
4. A
5. B
6. A
7. C
8. C
9. D
10. C

# HERO CLUB GOLD

Upgrade Today to Get MORE Benefits & Save MORE Doggos

- ✓ \$25 Store Credit Every Month
- ✓ Free Shipping on EVERYTHING in the store
- ✓ High Impact Dog Saving Projects
- ✓ Hero Club GOLD Only Magazine



[welovedoggos.com/gold](http://welovedoggos.com/gold)



SCAN TO  
JOIN GOLD



Check Out The Hero Club Members Only Site at:  
**[WeLoveDoggos.com/Hero](http://WeLoveDoggos.com/Hero)**

