



## Esperanza for Life™ – A Global Movement of Compassion and Impact

*Esperanza for Life™* merges philanthropy with social innovation, creating a self-sustaining model where healing, hope, and humanity converge.

The *Health Center & Mobile Clinic Pilot in Plovdiv, Bulgaria*, is the first operational step toward an international network of centers promoting animal welfare, therapy for children, and community transformation — combining commercial viability with measurable social impact.

The project is led by the **Theodora von Auersperg International Foundation**, which will serve as the majority shareholder in the corporate entity *Esperanza for Life Corp.*

**Our goal:** To create a model that proves compassion can be both sustainable and scalable — healing lives, protecting animals, and inspiring hope starting in Bulgaria, continuing throughout Southeast Europe and eventually worldwide.

### Investment Proposition & Return Model

- TVA International Foundation retains majority shareholding, ensuring mission alignment.
- Corporate investors and philanthropic partners can participate via equity, convertible notes, or sponsorships.
- Diversified income streams: veterinary services, therapy programs, wellness plans, merchandise, grants, and donor memberships.
- Financial sustainability expected within 24–30 months post-launch.
- Investors gain measurable impact KPIs (animals treated, children supported, outreach metrics) and reputational benefits through global campaigns and high-visibility events



## Esperanza for Life™

Health Center & Mobile Clinic – Pilot Project

Plovdiv, Bulgaria

A dual model for healing, outreach and transformation

### 🐾 Health Center

Veterinary & shelter care + “Healing on Wheels” outreach for child therapy zone

### 🚐 Mobile Clinic

rescue, spay/neuter, and education

### ❤️ Preventive Wellness Plans

Subscription-based care ensuring sustainability



### 🎯 Concept

The pilot center will be established in a rented facility (approx. 400–600 m<sup>2</sup>), creating a welcoming, fully functional environment that integrates:

- A veterinary clinic offering essential and specialized care for animals (2 exam rooms, small surgical suite, recovery area)

- A small shelter/adoption zone (15–25 animals max) for rescue, rehabilitation and adoption
- A therapy & education zone (children–animal interaction, small group sessions) where children and young people can heal and grow through interaction with animals.

The goal is to test the concept, build community partnerships, and demonstrate impact — with the ability to expand or relocate once the brand and donor base grow.

## **Vision**

The Esperanza for Life Pilot Center represents the first tangible step toward a global vision where compassion, healing, and hope unite.

It will serve as a model for the Esperanza for Life Centers — combining state-of-the-art veterinary care, animal rescue and rehabilitation, and animal-assisted therapy for children under one inspiring roof.

This Phase One project will allow the Foundation to launch operations rapidly, demonstrate measurable community impact, and refine the holistic model before scaling to a purpose-built flagship center and further similar centers in other cities.

By launching this pilot phase, the TvA International Foundation will pioneer a new approach to healing – one that restores both animal and human well-being, inspires community involvement, and embodies the living spirit of Esperanza for Life – A Celebration of Life.

This Center represents the first tangible step toward a global vision where compassion, healing, and hope unite under one inspiring roof.

## Strategic Goals

- Launch within 9–12 months from securing premises
- Treat and rescue minimum 300+ animals annually
- Provide therapy programs for 100+ children in the first year
- Build partnerships with veterinary universities, child development experts, and local NGOs
- Create a replicable model for future Esperanza for Life Centers globally

## Funding & Support

The Pilot Center will be financed through a blend of:

- Founding Patrons Circle (lead donors and sponsors)
- Corporate Investors and/or corporate partnerships (in-kind and financial)
- Philanthropic grants and EU social innovation funding
- Sustainable income streams (clinic services, workshops, and therapy sessions)

## Impact

By launching this pilot phase, the TvA International Foundation will pioneer a new approach to healing – one that restores both animal and human well-being, inspires community involvement, and embodies the living spirit of Esperanza for Life – A Celebration of Life.



## From Pilot to Global Platform

The Esperanza for Life™ Center in Bulgaria will serve as a *proof of concept* for future centers across Europe and beyond.

Its data, impact, and partnerships will define the blueprint for replication, forming the foundation of the **Esperanza for Life – Global Network of Compassion Centers**.

Each Center will integrate veterinary medicine, animal-assisted therapy, and education — symbolizing the living connection between people, animals, and nature.

## Estimated Space & Setup

Area	Approx. m <sup>2</sup>	Description
Veterinary Clinic	150–200	Exam rooms, prep, lab, surgery, waiting area
Shelter/Animal Zone	150–250	Indoor kennels/cat rooms + outdoor exercise space
Therapy/Education Rooms	80–100	Safe child–animal sessions, volunteer training
Offices/Storage	50–70	Admin, supplies, rest area
<b>Total Estimated Space</b>	<b>≈ 400–600 m<sup>2</sup></b>	<b>Ideal for a rented site (converted house, warehouse, or small clinic complex)</b>

Category	Estimated Range (EUR)	Notes
Rent / Lease	€ 3,000 - € 6,000 / month (€ 36,000 - € 72,000 / year)	Depends on location and property type
Renovation & Fit-Out	€ 80,000 - €150,000	Refurbish existing space for clinical and shelter standards
Equipment & Furniture	€ 120,000 - € 250,000	Veterinary, therapy, office, and shelter setups
Licensing & Legal / IT	€ 10,000 - € 25,000	Registration, permits, software
Initial Supplies (medications, food, bedding, etc.)	€ 5,000 - € 25,000	Launch stock
Staffing (first 12 months)	€ 180,000 -€ 300,000	1-2 veterinarians, 2-3vet nurses, 1 therapist, 2 animal care staff, 1 admin

Marketing, Branding & € 0,000 - € 25,000  
Community Outreach

Website, PR, launch event

Contingency (10 -15%) € 40,000 - € 60,000

Recommended buffer

**Total Year 1 Budget Estimate:** € 500,000 – € 900,000 + Utilities, Waste disposal Fees, Accounting, Management, Miscellaneous: **Budget Estimate:** € 500,000 – € 1,1 Million

Estimated **Operational Cost** after Year 1.: **Budget Estimate** based on above: € 500,000

## Esperanza for Life Mobile Vet Clinic – “Healing on Wheels”



## 🚚 Structure & Requirements

### Vehicle Type & Setup

Component	Description	Estimated Cost (EUR)
Base Vehicle	Custom-fitted medium truck or large van (Mercedes Sprinter, Ford Transit, etc.)	€ 70,000 – € 120,000
Interior Build & Medical Fit-Out	Surgical table, anesthesia, lighting, stainless counters, refrigeration, storage, sterilization	€ 80,000 – € 130,000
Equipment	Diagnostic tools, portable X-ray, ultrasound, oxygen system, veterinary instruments	€ 40,000 – € 60,000
Branding & Design Wrap	Esperanza for Life visuals, Foundation logo, uplifting imagery	€ 5,000 – € 10,000
Initial Supplies	Medications, consumables, cleaning agents	€ 5,000 - € 8,000
Licensing, Insurance & Logistics	Registration, veterinary licensing, vehicle insurance, driver training	€ 5,000 – € 8,000
Total Estimated Initial Investment	€ 200,000 - € 330,000	

### Operational Cost

Category	Estimated Range (EUR/year)	Notes
Staffing	€ 80,000 - € 120,000	Vet, nurse/driver, admin
Consumables & Medical Supplies	€ 10,000 - € 20,000	Medications, consumables, fuel
Vehicle Maintenance & Insurance	€ 8,000 - € 12,000	Routine service, breakdowns, insurance

Marketing & Outreach	€ 5,000 - € 10,000	Branded campaigns, community events
Contingency	€ 5,000 - € 10,000	Emergencies, unexpected repairs
<b>Total Operational Cost</b>	<b>€108,000 - € 172,000</b>	Annual sustainable running cost

### 🐾 The mobile unit serves as both:

- A field extension of the main Center (for outreach, spay/neuter, vaccinations, rescue missions).
- A symbol of the Foundation's active compassion, visibly branded and community-oriented.

### Purpose:

- Provide accessible veterinary care in underserved rural or urban areas
- Support rescue and emergency cases
- Conduct mobile education and animal welfare programs for schools and families
- Serve as a platform for joint therapy visits (animals visiting children's centers, hospitals, etc.)

### Connection to the Main Office:

- The Center acts as the operational hub for the mobile unit — managing logistics, supplies, animal intake, and data.
- The vehicle becomes a moving ambassador for the Foundation's message and events.

## **Esperanza for Life – Preventive Wellness Plans**

### **Caring for Your Pet's Health – Every Day of the Year**

At Esperanza for Life Vet Clinic, we believe preventive care is the key to a long, healthy, and joyful life for every animal.

Our Wellness Plans make it easy to give your pet consistent, high-quality care through predictable monthly payments — no surprises, just peace of mind.

Each plan is valid for 12 months and designed for every life stage — from playful puppies to wise seniors.

#### **BASIC PLAN — Essential Preventive Care**

Perfect for: Families seeking routine, affordable protection.

#### **Includes:**

- 1 Comprehensive Veterinary Exam
- 1 Routine Vaccination (core protection)
- 1 Fecal Test (parasite screening)
- Unlimited recheck visits related to vaccinations or preventive care

**Price:** € TBD / month | € TBD / year (VAT incl.)

## Benefits:

- ✓ Affordable entry to preventive care
- ✓ Early detection of issues through routine exams
- ✓ Easy monthly budgeting

## **PLUS PLAN — Complete Wellness & Travel Ready**

Perfect for: Pet owners who want regular monitoring and travel-ready documentation.

## Includes:

- 1 Comprehensive Veterinary Exam
- 2 Routine Vaccinations
- 1 Fecal Test
- 1 Basic Wellness Blood Panel
- Microchip + Official EU Pet Passport
- Unlimited preventive-care visits

**Price:** € TBD / month | € TBD / year (VAT incl.)

## Benefits:

- ✓ Covers the most common annual diagnostics
- ✓ Meets microchipping & travel requirements
- ✓ Monitors your pet's overall health year-round

## PREMIUM PLAN — Comprehensive Health & Dental Care

Perfect for: Owners seeking the highest level of preventive wellness and comfort for their companions.

### Includes:

- 1 Comprehensive Veterinary Exam
- 2 Routine Vaccinations
- 1 Fecal Test
- Full Wellness Blood Profile
- Dental Cleaning (Ultrasonic with Polish & Pre-Op Labs)
- Microchip + Official EU Pet Passport
- Priority Scheduling & 10% discount on parasite medications

**Price:** € TBD / month | € TBD/ year (VAT incl.)

### Benefits:

- ✓ Includes full dental cleaning — often overlooked but vital
- ✓ Monitors health comprehensively through labs
- ✓ Priority service and ongoing savings on preventives

## ✍️ Terms & Conditions (Overview)

(For brochure and website display – concise version. A longer legal version can be drafted later.)

- Plan Duration: Each plan runs for 12 months from the enrollment date.
- Payments: Plans can be paid annually in full or in 12 monthly installments by SEPA transfer or credit/debit card.
- Services: Included services are valid only during the active plan period and must be performed at Esperanza for Life Vet Clinic.
- Unused Services: Services not used before plan expiry cannot be transferred or refunded.
- Cancellations: Plans may be canceled with 30-day notice. If used services exceed the amount paid, the balance is due at cancellation.
- Renewal: Renewal is automatic each 12 months unless canceled in writing 30 days prior.
- Upgrades: Clients may upgrade to a higher plan at any time; the difference in cost will be prorated.
- Emergencies & Insurance: Wellness Plans cover preventive care only and do not replace accident/illness insurance.

## Opportunities for Investors, Sponsors, Partners & Donors

### ★ 1. Naming & Visibility Opportunities

(Ideal for corporate and lead sponsors)

- Naming rights for the entire pilot center (e.g., “The Esperanza for Life Center presented by [Sponsor]”)
- Naming of individual spaces:
  - Veterinary Wing
  - Therapy Garden
  - Animal Sanctuary Zone
  - Children’s Healing Room
  - Reception or Welcome Area
- Donor recognition wall inside the Center
- Logo placement on signage, uniforms (vet coats, therapy volunteers), and center materials

## ♥ 2. Media & PR Exposure

(Powerful for brand storytelling)

- Inclusion in all press releases, interviews, and event backdrops during launch and first-year operations
- Feature in the “Founding Partners of Hope” video series and social media campaigns
- Joint media appearances highlighting corporate social responsibility impact
- Opportunity to be featured in the Esperanza for Life Annual Impact Report

## ♥ 3. Experiential & Engagement Benefits

(Creates emotional connection to the cause)

- Private visit or VIP tour of the Center before official opening
- “Day of Compassion” corporate volunteering events (team-building days working with animals and therapy programs)
- Special access to therapy sessions or workshops (for executives and families to experience the healing work firsthand)
- Invitations to annual Esperanza for Life galas and concerts, with VIP recognition

## ♥ 4. Legacy & Acknowledgment

(For long-term alignment and prestige)

- Recognition in the Esperanza for Life Global Patron Registry
- Lifetime recognition plaque or digital acknowledgment within future centers
- Option to co-create a program (e.g., “[Company] Animal Care Grant Fund” or “Children of Hope Therapy Scholarships”)
- Certificates or awards of appreciation, beautifully designed for presentation and PR use

## 🌿 5. Digital & Content Incentives

(For online visibility and sustained engagement)

- Featured in dedicated thank-you reels and stories across TvA Foundation and Esperanza for Life channels
- Mention on foundation website and donor spotlight section
- Option to co-create sponsored content or educational videos about animal welfare and therapy

## Key Messaging for Donors/Sponsors

- Contributions can cover capital or operational costs, or a mix.
- Operational support ensures ongoing sustainability, not just a one-time donation.
- Donors can adopt specific operational programs, e.g.:
  - “Sponsor 1 year of Mobile Clinic outreach” (€108k–€172k/year)
  - “Fund 1 year of Holistic Center operations” (€276k–€482k/year)
- Naming & recognition opportunities remain tied to impactful, visible programs, creating both emotional and marketing value.



## Esperanza for Life – Sponsor Recognition & Incentive Program

### **Diamond Founding Benefactor**

Contribution Range: €250,000+ (or customized major partnership)

#### **Recognition & Benefits:**

- Naming rights for the entire Holistic Center or the Esperanza for Life Mobile Vet Clinic Fleet
- Prominent logo and name placement on the main building façade, vehicles, website, and all media campaigns
- Feature in international press materials and documentaries or short films related to the initiative
- Private annual briefing & preview events with Princess Theodora von Auersperg and Foundation leadership
- Personalized impact reports and legacy acknowledgment in all official publications
- Seat of honor at all major gala events, concerts, and ceremonies
- Lifetime listing as Founding Visionary of the Esperanza for Life movement

**Continued**

<b>Contribution</b>	<b>Tier</b>	<b>Range (EUR)</b>	<b>Recognition &amp; Benefits</b>
	Platinum		Naming rights for key areas (therapy garden, clinic room, or the mobile clinic vehicle).
	Visionary	€100,000+	Prominent logo placement on donor wall and all major events. Inclusion in press releases, media features, and official website.
	Sponsor		Invitation to exclusive private preview events and annual gala. Lifetime listing in the Esperanza for Life Founding Patrons Registry
Gold Patron	€50,000	-	Naming of individual therapy areas or program initiatives. Logo on donor wall and recognition in all media materials. Invitations to annual gala and community events.
Sponsor	€99,999		Certificate of appreciation and feature in Foundation annual report
Silver	€25,000	-	Recognition on donor wall and digital materials. Acknowledgment in social media and event programs. Invitations to community and awareness. Certificate of appreciation
Compassion	€49,999	-	
Sponsor			
Partner of Hope	€5,000	-	Recognition on Foundation website and social channels. Certificate of appreciation. Opportunity to visit and meet program beneficiaries and rescued animals
		€24,999	

Friend of Esperanza (entry level)	€1,000 - €4,999	Digital certificate and acknowledgment on website. Updates and impact reports from the Center and Mobile Clinic
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## SUMMARY

### 🎯 The Model

- **Holistic Center (400–600 m<sup>2</sup>):** Combines a veterinary clinic, small-scale animal shelter, and therapy/education area where children can heal and grow through interaction with animals.
- **Mobile Clinic – “Healing on Wheels”:** Branded outreach unit providing spay/neuter, vaccination, rescue, and education programs in underserved communities.
- **Preventive Wellness Plans:** Sustainable income model offering subscription-based veterinary care.

### 💶 Funding & Partnership Opportunities

**Total Year 1 Budget:** €1.5 million

Funded through a blend of:

- Founding Patrons & Corporate Sponsors
- Impact Investors (equity / convertible note participation)
- Philanthropic grants and EU innovation funding
- Sustainable income from clinic and wellness services

## Impact Investment Proposition

- **TVA International Foundation** – majority shareholder ensuring mission alignment
- Diversified revenue streams and scalable replication model
- Strong PR and brand visibility through Foundation's international network
- Social ROI: measurable outcomes in animal welfare, child therapy, and community transformation
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## Impact Metrics & Next Steps

### Measuring Impact – Our Core KPIs

#### Animal Welfare Impact

-  Minimum 300+ rescued and treated animals per year (target in Sofia pilot)
- 85%+ adoption or release success rate for rehabilitated animals
- Reduction in stray animal population within local partner communities
- Vaccination and spay/neuter campaigns conducted monthly through the Mobile Clinic

#### Child & Community Impact

-  Minimum 100+ children engaged annually in therapy and education programs
- Improvement in emotional resilience and social skills measured through pre/post participation surveys

- **Volunteer network of 50+ community members** supporting shelter and outreach programs
- **School and NGO partnerships** established for ongoing education and empathy programs

## Environmental & Economic Impact

- 🌱 Promotion of responsible pet ownership and humane urban ecology
- **Job creation:** 10–12 full-time positions + local vendor engagement
- **Sustainable operating model:** minimum 30% of costs covered by service income within 24–30 months

## Global Brand & Awareness Impact

- 🎤 Media visibility through the *Esperanza for Life – A Celebration of Life* events, Foundation concerts, and international campaigns
- Digital reach and storytelling of “*Compassion in Action*” through TvA Foundation channels

## ② Next Steps – Expansion & Replication Roadmap

### Phase I – Pilot Launch (Plovdiv, 2026)

- Secure and renovate facility (400–600 m<sup>2</sup>)
- Deploy Mobile Clinic (“Healing on Wheels”)
- Build data systems to measure social and financial impact
- Establish partnerships with universities, child development experts, and NGOs

## Phase II – Regional Scaling (2026–2028)

- Replicate the Holistic Center model in **Plovdiv, Sofia** and **Varna** (Bulgaria)
- Introduce two - three additional **Mobile Vet Clinics** for outreach to rural regions
- Establish partnerships with ministries of health, education, and environment

## Phase III – International Expansion (2028–2030)

- Launch first **Esperanza for Life Centers** in **Southeast Europe**:
  - **Romania** (Bucharest or Cluj)
  - **Serbia** (Belgrade)
  - **North Macedonia** (Skopje)
  - **Greece** (Thessaloniki or Athens)
- Create an **Esperanza for Life Network Alliance** — sharing expertise, training, and data across centers
- Attract EU-level and global CSR partners to co-sponsor international replication

## Phase IV – Global Integration (2030 and beyond)

- Establish a **Central Coordination & Training Hub** in Vienna or Sofia
- Develop **franchise/licensing model** for future centers worldwide
- Introduce the **Esperanza for Life Impact Fund** — a blended finance mechanism supporting expansion across continents

### ③ Long-Term Vision

To create a **pan-European network of Esperanza for Life Centers**, each serving as a local lighthouse for compassion and care — healing animals, empowering children, and inspiring communities to live in harmony with nature.

From Bulgaria to Southeast Europe and beyond, the movement will embody the Foundation's ultimate mission:

**To Celebrate Life — by Protecting It.**

### ♥ Join the Movement

By investing in or partnering with **Esperanza for Life™**, you're not just supporting a clinic or shelter — you're helping build a global model of compassion where purpose and sustainability coexist.

**Esperanza for Life™** transforms empathy into measurable impact — merging animal welfare, child therapy, and community healing under one holistic, sustainable model.

Our pilot Center in Plovdiv, Bulgaria, will serve as a prototype for a global network of **Esperanza for Life Centers** — hubs of care, education, and hope.

Together, we can turn compassion into lasting change — one child, one animal, one community at a time.