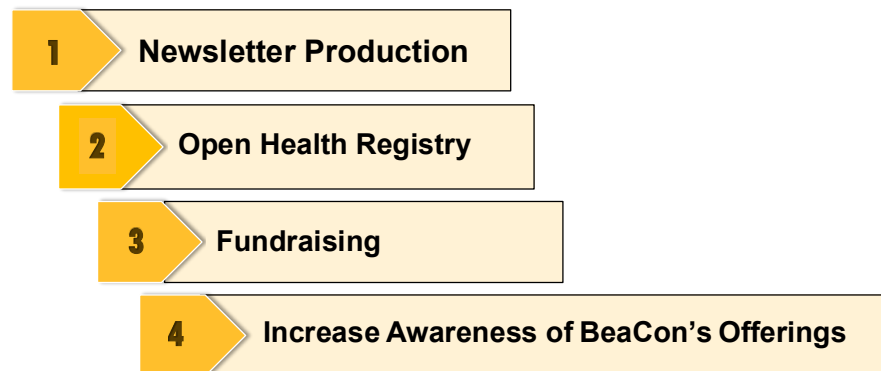


Support BeaCon's Missions and Volunteer

Possible Volunteer Roles



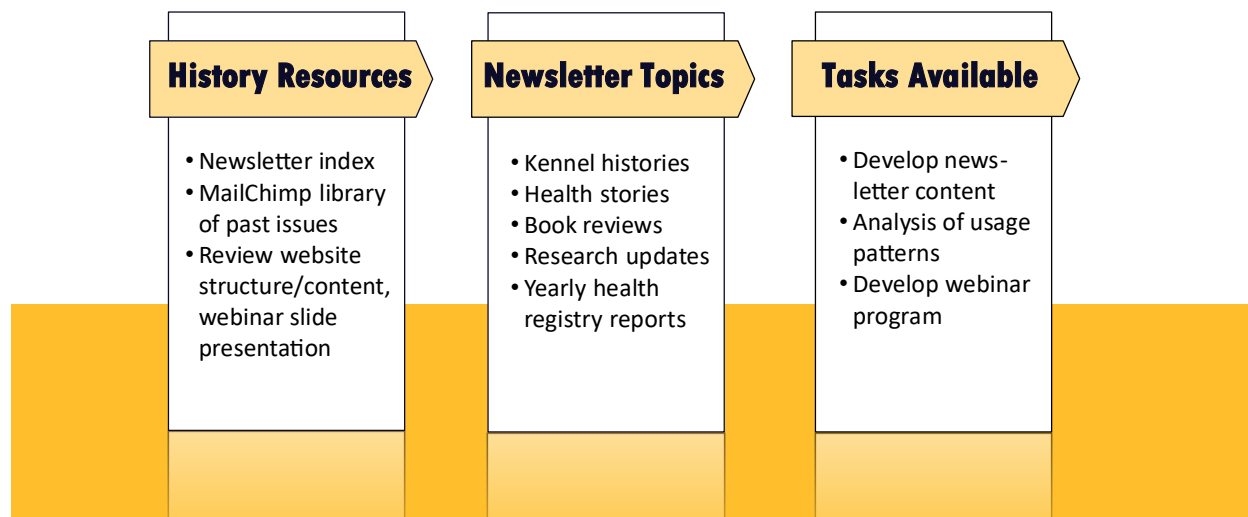
Review all or just one; a click goes to that page.

- [Education](#): website, biannual newsletter (Lighting the Way), webinars
- [Open health registry](#)
- [Fundraising](#)
- [Increase Awareness](#) about BeaCon

Education.

- Newsletter. A goal has been inclusion of at least one Beardie health story, history of a longstanding Bearded Collie kennel, updates on research and the health registry. Photographs are included given the electronic format. Thus, a news reporter combined with assisting the editor is both interesting and rewarding. MailChimp is the platform used.
- Website. A professional rebuild was completed in May 2025 for a cleaner look and more readable format. Links have been updated and a blog added for increased engagement and current news.
- Webinars were introduced in 2025 for reaching more Beardie owners.
- How these educational modalities are used is uncertain and perhaps can be improved. Two analytic programs (Google Analytics (free) and Fathom Analytics (paid)) are available for the website and one for the newsletter (MailChimp tracking of open rate, click through rate, unsubscribes in comparison with previous stats and with other like organizations).

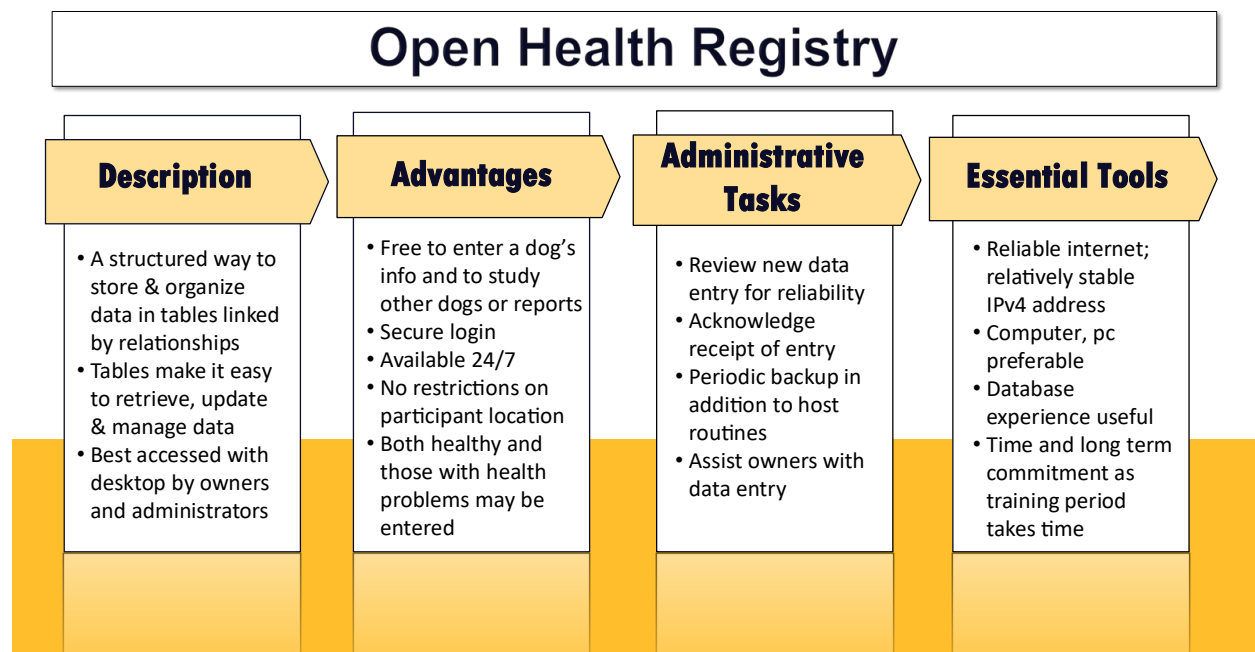
Education: Newsletter, Website, Webinar



Open Health Registry

There are different formats for recording dogs' health histories and other information ranging from anonymous surveys to open surveys gathered in a format that makes data retrieval and analysis easy. BeaCon's health registry is used openly by most owners. All owners of a dog must agree for the information to be public; otherwise, it is stored in a private, unavailable manner. The data are stored in a SQL relational database developed some years ago by a programmer with experience in canine health databases.

An important administrative task is review of new registry data entry (either new or updated), contact the owner with any questions and to acknowledge the entry.

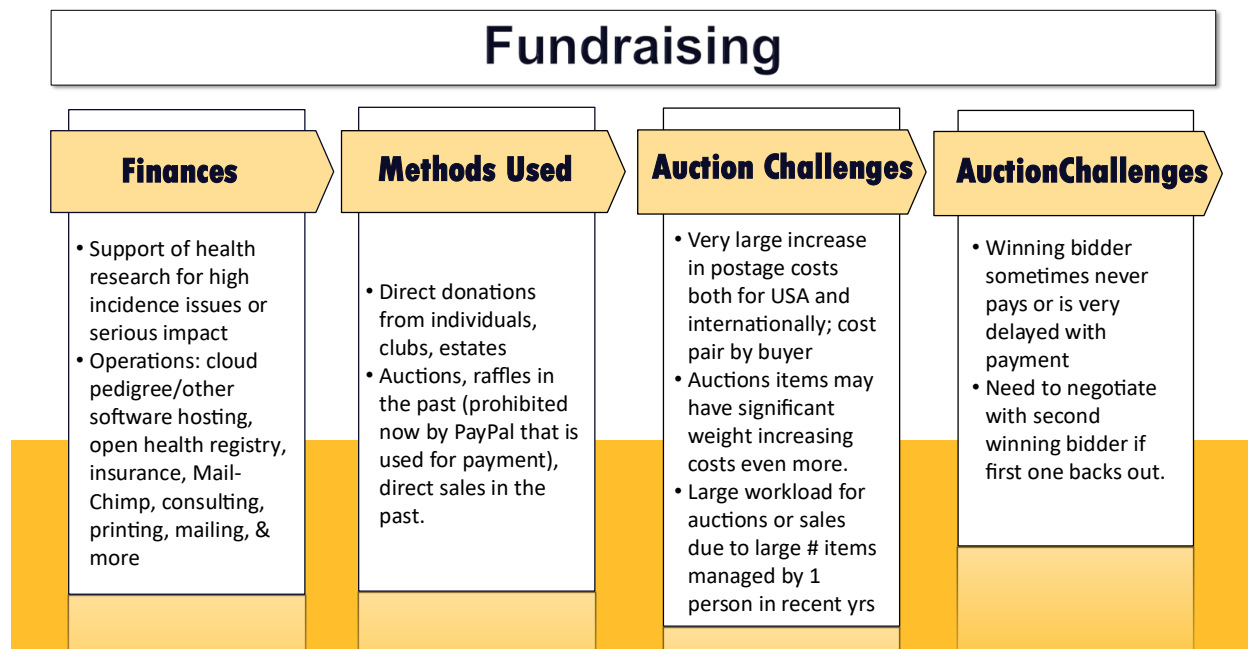


Fundraising.

All missions depend on adequate funding. Understanding past efforts and challenges should help future planning.

BeaCon does not administer research projects, but directs funds to foundations such as Morris Animal Foundation, AKC Canine Health Foundation, or the Rabies Challenge Trust. These organizations manage lengthy and complex grant application, review, and reporting processes. Research support has totaled nearly \$49,750 and it was disbursed to AKC Canine Health Foundation - \$32,700 for Addison's and SLO focused research; PawPrints for Collie Eye Anomaly (CEA) DNA kits to establish baseline CEA carrier frequency in Bearded Collies in USA - \$3250; Rabies Challenge Trust - \$2800; Morris Animal Foundation - \$11,000 (IMHA research, an education informatic for owners about signs of aging). Details on operational costs are available when necessary. BeaCon files tax returns with the electronic form system because gross taxable receipts are below \$50,000 annually.

Innovative approaches to fundraising are needed because of persistent issues with the auction format.



Increased Awareness of BeaCon

Promoting ways for owners to learn about BeaCon has advantages both for the organization and individual owners. A wealth of information on health topics and disease incidence is available if a Beardie develops a health problem. Support is found in both the scientific information and from knowing that others have gone through a similar experience.

Early we had a BeaCon table at the BCCA national specialty when directors were already attending the show. Handouts and a silent auction were offered. The table became impracticable as the number of directors decreased and those were attending specialties less. A representative attended the biennial Beardie Camp when possible. In May 2025 two directors and a volunteer attended at Beardie Fest, which replaced Beardie Camp. BeaCon brochures and business cards were provided for handout and feedback will be provided.

Also new in 2025 was a BeaCon webinar 2025 sponsored by affiliate clubs. The positive feedback reminded us of sponsorship value to outreach; it brought additional visibility and credibility to BeaCon. When the next webinar is planned, it will be effective to consider strategies like cross-promotions, interactive elements, and content perhaps tailored to questions from the prospective audience.

Click image to



tell BeaCon about your interest in volunteering.