

show your soft side



"Somehow they've managed to tackle the issue of animal abuse in a manner that doesn't make people want to look away."

Mark Stevanus, CEO/Founder of Social Boss

MEDIA KIT



WHO WE ARE

Show Your Soft Side™ is a public service campaign that was created to change the mindset of young people who all-too-often view the maiming and torturing of defenseless cats and dogs as a sign of “toughness” or “manhood.” Our campaign’s message that compassion toward animals is a strength, not a weakness, is one that, overnight, struck a chord with old and young alike. Today, we use our reach and resources to build a better world for animals and, in doing so, build better adults.

“In just a few short years, this volunteer-run effort has brought more star power to the issue of animal abuse than all the national organizations combined.”

John Thompson, Executive Director of the National Animal Care & Control Association (NACA)



OUR HISTORY

In late 2010, Baltimore was beset by one horrific case of animal abuse after another. A nursing cat was set on fire by two 17-year olds, a group of kids beat a young puppy to death in a public golf course, and two teens were charged with dousing a dog, later named Phoenix, in accelerant and then setting her on fire. Those hideous events turned out to be a defining moment for three determined women and one talented photographer – and Show Your Soft Side was born.

Originally envisioned to be a few posters in city schools, the campaign captured the attention of the media and was soon being shared in households from Baltimore to Brazil, and beyond. Incorporated as a non-profit in 2013, Show Your Soft Side is run entirely by volunteers and boasts a team of more than 200 athletes, rockers and celebrity “Softies” who are determined to end animal abuse before it starts.



Photography
by Leo Howard Lubow

OUR TIMELINE



Originally intended to be a few posters in city schools, our campaign struck a chord with old and young alike and was picked up by media outlets around the world.



In order to expand our reach nationally, we incorporated as a 501(c)(3) non-profit, run entirely by volunteers.



Brent Smith of Shinedown becomes the 100th official "Softie" and our campaign is featured at the Association of Prosecuting Attorney's annual conference as a tool for combatting animal abuse.



Show Your Soft Side, Inc. launched "The Little Man Fund" to aid those who help to care for Baltimore's growing kitty colonies.



Partnered with the Univ. of Denver's Institute for Human Animal Connection to launch the "Cool To Be Kind" lesson plans for students, and presented the findings at Oxford. The lesson plans are available to educators on our website.

2011

2012

2013

2014

2015

2016

2017

2018

2019

2020

and beyond

Although it began with three Baltimore-based athletes, we soon welcomed national names such as Tommy Lee of Motley Crue and spoken word artist, Henry Rollins on board. Our campaign is featured in Animal Planet.

We introduced Rebecca Corry as our first female "Softie" and by year's end, Hollywood also joined the team in the form of award-winning actress, Kaley Cuoco.

The tables have turned with sports agents and players now asking to participate in our campaign. New "Softies" start coming on board on average of two per month.

Partnered with The Love Leads Project to provide first-responders across the country with slip leashes to humanely respond to dog encounters.

We're working toward the day when we have role models in every field advocating for the compassionate treatment of animals and that the message is engrained in every school across the country.



OUR PROGRAMS

In addition to providing teachers with materials to encourage compassion among kids, we've also developed partnerships to support law enforcement's efforts to fight animal cruelty and provide a helping hand to homeless animals in Baltimore and beyond. Together, with our Softies and partners, we are determined to use our platform and reach to improve the lives of animals everywhere.



BRINGING SOFT SIDE TO EVERY CLASSROOM

The Show Your Soft Side campaign posters are both a catalyst and a tool for discussing the human treatment of animals, and are a daily reminder to encourage students to cultivate a respect for animals.

The "Cool to be Kind" campaign and lesson plans are effective for promoting critical-thinking skills as well as developing an understanding and capacity for empathy.

LOVE LEADS PROJECT



In partnership with the Baltimore County State's Attorney's Office, Pet+ ER and Earthtreks, we provide first responders with hand-crafted slip leashes to humanely respond to animal encounters. To date, more than 5,000 Love Leads have been distributed across the country.

MEDICAL ASSISTANCE FOR BALTIMORE'S STREET KITTIES



It's difficult enough for Baltimore's TNR advocates to raise funds to feed their local street colonies, let alone raise money to cover their emergency health needs. For that reason, we set up a medical fund to cover emergency medical and dental care for community cats who aren't fortunate enough to have families to care for them. If anything, these animals are even more deserving of our help since they endure unimaginable struggles just to survive and through no fault of their own.

PRISON CATS



The Maryland Correctional Institution for Women in Jessup, MD is one of a few correctional institutions in the nation that sponsors a foster care program for older and "less adoptable" cats. This program provides critical veterinary care to deserving cats who are changing the world for the better.

PAWJECT RUNWAY

Our signature event, Pawject Runway, has raised more than \$920,000 in cash and in-kind donations to provide care for Baltimore's homeless and abused animals. It's become one of the most talked-about nights in Baltimore and attracts Softies from around the country who jump at the chance to be "arm candy" for the adoptable cats and dogs that walk the runway.

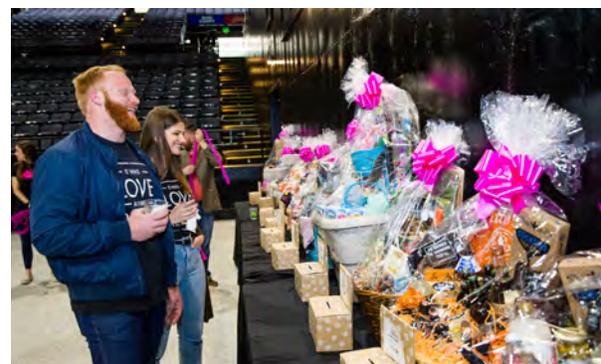


PAWJECT RUNWAY

- The event has seen a yearly 20% increase in attendance with over 1,700 animal-loving guests attending in 2019. An additional 32,500 fans tuned into the live broadcast on social media.
- Total impressions for the two weeks leading up to Pawject Runway are 16,424,813.
- With players from across the NFL participating, every sponsorship comes with over \$50K of star power.
- Our online auction links to donor's websites and has gained a national audience of bidders.
- In addition to raising much needed funds for BARCS and Show Your Soft Side, the event has placed over 200 animals into loving homes.



Pawject Runway is the hippest fashion show on four paws featuring a five-star lineup of "Big Softies" from our campaign "modeling" adoptable cats and dogs from the Baltimore Animal Rescue and Care Shelter (BARCS). It's the only fashion show where you can go home with a model.



SHOW YOUR SOFT SIDE CAMPAIGN



There's a reason why wherever Nick Boyle lines up is called the strong side.

Only a punk would hurt a cat or dog.



Nick Boyle, #86, Tight End, Baltimore with Cooper, one of his two rescue pups. Photography by Leo Howard Lubow



Facebook.com/showyoursoftside Showyoursoftside.org



Rodney McLeod has a way of making all his dogs feel safe.

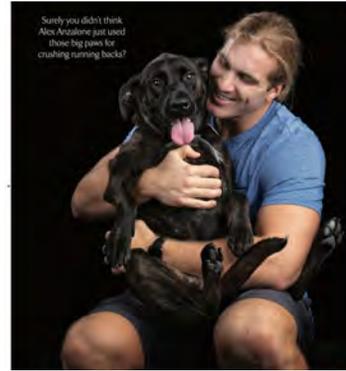
Only a punk would hurt a cat or dog.



Rodney McLeod, #27, Running Back, Pittsburgh Steelers with Cooper & Chase. Photography by Leo Howard Lubow



Facebook.com/showyoursoftside Showyoursoftside.org



Surely you didn't think Alice Anzalone just used those big paws for crushing running backs?

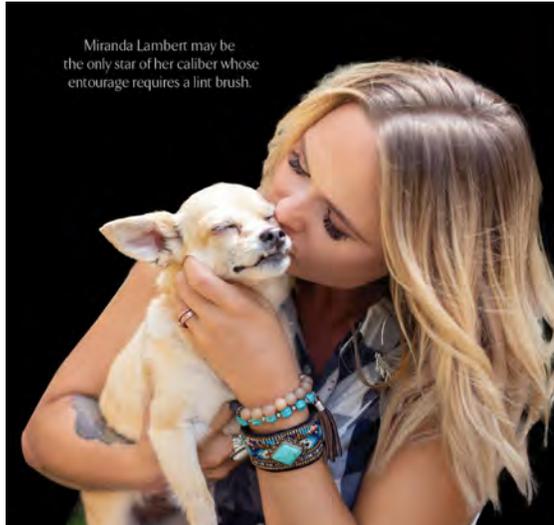
Only a punk would hurt a cat or dog.



Alice Anzalone, #88, Defensive Linebacker, Pittsburgh Steelers with Cooper & Chase. Photography by Leo Howard Lubow



Facebook.com/showyoursoftside Showyoursoftside.org



Miranda Lambert may be the only star of her caliber whose entourage requires a lint brush.

Only a punk would hurt a cat or dog.



Miranda Lambert, multiple GRAMMY, ACM, CMA, and everything else award-winning Singer, Songwriter, Performer and Founder of MutNation Foundation with Cher, one of her eight rescue pups. Photography by Jamie Wright

Facebook.com/showyoursoftside Showyoursoftside.org



Hannah Shaw found her calling at a very young age. One-day old to be exact.

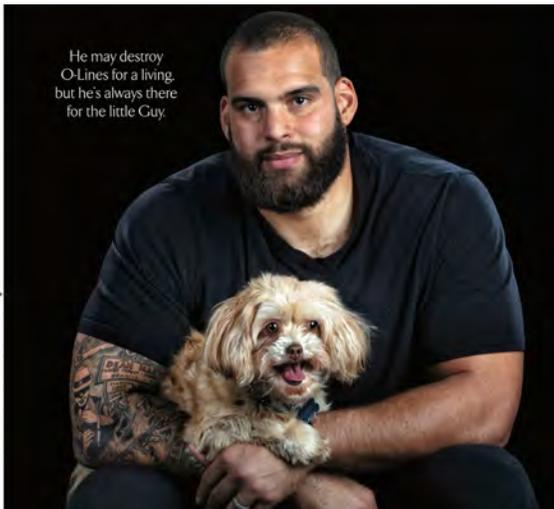
Only a punk would hurt a cat or dog.



Hannah Shaw, #10, Professional Football Player with the Carolina Panthers. She's a former model and singer. Photography by Leo Howard Lubow



Facebook.com/showyoursoftside Showyoursoftside.org



He may destroy O-Lines for a living, but he's always there for the little Guy.

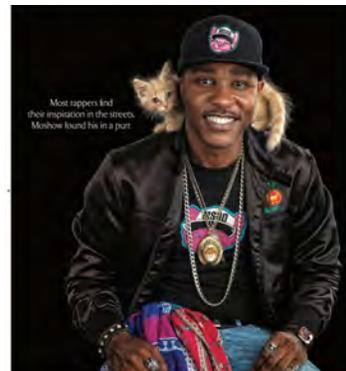
Only a punk would hurt a cat or dog.



Lavontez Cox, #91, Human Picket Follower and Defensive Tackle, New England with Chewy, one of his three flatbabs. Photography by Leo Howard Lubow



Facebook.com/showyoursoftside Showyoursoftside.org



Most rappers find their inspiration in the streets. Mother found his in a pup.

Only a punk would hurt a cat or dog.



Most Rappers, #10, Professional Football Player with the Carolina Panthers. She's a former model and singer. Photography by Leo Howard Lubow



Facebook.com/showyoursoftside Showyoursoftside.org

OUR PARTNERS

We partner with a diverse list of athletes and celebrities, as well as individual schools and socially-conscious businesses to end animal cruelty before it starts. Some donate their time, others provide resources and funding, but all have demonstrated they have paw prints on their hearts.



PROFILES



"It's one of those rare non-profits that thinks like a business. They just get it."
- John Minadakakis, Owner, Jimmy's Famous Seafood

Musicians

Miranda Lambert
Tommy Lee, Motley Crue
Brent Smith, Shinedown
Lzzy Hale, Halestorm
Henry Rollins
Ace Von Johnson
Steve Whiteman, KIX
John Allen, Charm City Devils
Nokio, Dru Hill
Dan Tillery
Lucia Micarelli
Fred Coury, L.A. Guns & Cinderella

TV & Radio

Jon Bernthal
Kaley Cuoco
Rebecca Corry
Ricki Lake
Brandon McMillan
Amy Motta
Rocky Kanaka
Qadry Ismail
Brian Baldinger
Victoria Stilwell

Indycar

Josef Newgarden

Football

Torrey Smith
Ronnie Stanley
Nick Boyle
Logan Ryan
Lawrence Guy
Alex Anzalone
Senio Kelemete
Tyler Matakevich
Jordan Dangerfield
Justin Pugh
Danny Shelton
Mark Herzlich
Bronson Kaufusi
Prince Amukamara
Tyrone Crawford
Zack Martin
Sam Martin
Morgan Cox
Brandon Williams
Ryan Jensen
Alex Lewis
Chris Moore

Lane Johnson
Rodney McLeod
Jahri Evans
Brent Urban
AJ Cann
Tommy Bohanan
DJ Smoot
Matt Iaonnidis
Patrick Onwausor
Brandon McManus
Craig Reynolds
Wes Martin
Ryan Anderson
Chris Myarick

Hockey

John Carlson
Matt Niskanen
Karl Alzner
Jay Beagle
Bernie Parent
Riley Cote
Derian Hatcher
Braydon Coburn
Nick Schultz

Lacrosse

Paul Rabil
Kevin Crowley

Soccer

William Vanzela
Tesho Akindele
Vini Dantas
Tony Donatelli

Baseball

Matt Wieters
Chris Tillman
Manny Machado
Ian Desmond
Buck Showalter
Pudge Rodriguez
Jacob May
AJ Burnett

MMA

John Rallo

OUR MEDIA COVERAGE



Since its launch, Show Your Soft Side, Inc. has received attention from media outlets both locally and abroad, has been featured on everything from local news to episodes on Animal Planet, and has participated in interviews surrounding animal abuse and our annual fundraiser, Pawject Runway. This exposure has helped bring the issue of animal abuse to the forefront and is a critical component of the campaign.



WJZ-TV (CBS)
APRIL 2019



WMAR-TV (ABC)
MAY 2017

MORE NOTABLE MEDIA COVERAGE

WJLA-TV (ABC)

Pawject Runway returns to Baltimore

By THE PULCHNER WITH US KATY | Wednesday, April 04 2018

WASHINGTON (ABC7) — Baltimore's furriest fashion show is just around the corner, with the pawrtyfest evening to show your support for the city's homeless and abused animals. It's called Pawject Runway, and it takes place April 27. Bailey Deaton, director of communications at Baltimore Animal Rescue and Care Shelter, and bodybuilder Matt Wilson, discussed everything to expect.

<https://www.wjla.com/baltimore-the-paw-party-with-us-katy-abc-7-baltimore-pawproject-runway-returns-to-baltimore/>

THE BALTIMORE SUN

Baltimore and fighter John Rallo 'Must Love Cats'

By BY JILL ROSEN | THE BALTIMORE SUN | MAR 16, 2012 | 11:31 AM

When the "Show Your Soft Side" campaign debuted last year, Baltimore learned that mid-tough guys treat animals with soft hands -- and people across the country took notice.

KDAF-TV (CW 33)

Show Your Soft Side: Anti-Animal Cruelty Campaign Kicks Off in Dallas

By: Chris Skaggs

Posted: Apr 26, 2016 / 06:08 PM CDT / Updated: Apr 26, 2016 / 06:09 PM CDT

Animal Cruelty in Dallas Prompts Anti-Abuse Ad...

DALLAS — They may dogs are man's best friend, but it seems there are people in DFW who are displaying their friends. Nearly 500 dogs of various breeds have been found dumped in a square mile radius near Dollywood Ferry Road.

BALTIMORE MAGAZINE

The List

of TopRead / Facebook

Animal rescue of abandoned cats and dogs is one of the most rewarding things you can do. It's also one of the most challenging. Not only do you have to find the animals, but you also have to find homes for them. Here are some of the best ways to help.

TODAY SHOW (NBC)

Baltimore cop saves stray kitten, woos the Internet

Photo: AP, 2014, 10:38 AM EDT

By: Barbara Turner

John Ripper has always had a soft spot for the animals he loves, and now without leaving the country he's a well-paid cat dad.

BUCKS COUNTY COURIER TIMES

Philly Shows its Soft Side

and more pictures from Day 1 of Show Your Soft Side (held in Philly) show, Best Country of the Week series at KATZ 101.5. Show Your Soft Side (held in Philly) show, Best Country of the Week series at KATZ 101.5. Show Your Soft Side (held in Philly) show, Best Country of the Week series at KATZ 101.5.

WMAR-TV (ABC)

Baltimore-area law enforcement featured in anti-animal cruelty campaign

By: WMAR Staff

Baltimore's Police Department's Baltimore Police is one of 27 law enforcement agencies featured in a nationwide anti-animal cruelty campaign. Baltimore's Police Department's Baltimore Police is one of 27 law enforcement agencies featured in a nationwide anti-animal cruelty campaign.

WBAL-TV (NBC)

Pawject Runway benefits BARCS. Show Your Soft Side

Updated: 6:33 PM EDT April 6, 2018

BALTIMORE — Proceeds from an all-gender pet "fashion show" to benefit BARCS this year will...

<https://www.wbal.com/story/news/local/pawproject-runway-benefits-barcs-20180406>

HUFFPOST

Here's A Lot Of Beefcake In The Name Of Being Kind To Animals

These guys are definitely not just for the show, and they're not just for the show. These guys are definitely not just for the show, and they're not just for the show.



@showyoursoftside



@softside1



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**JOIN
#TEAMSOFTHESIDE**



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