



THE LIBERTY CENTER

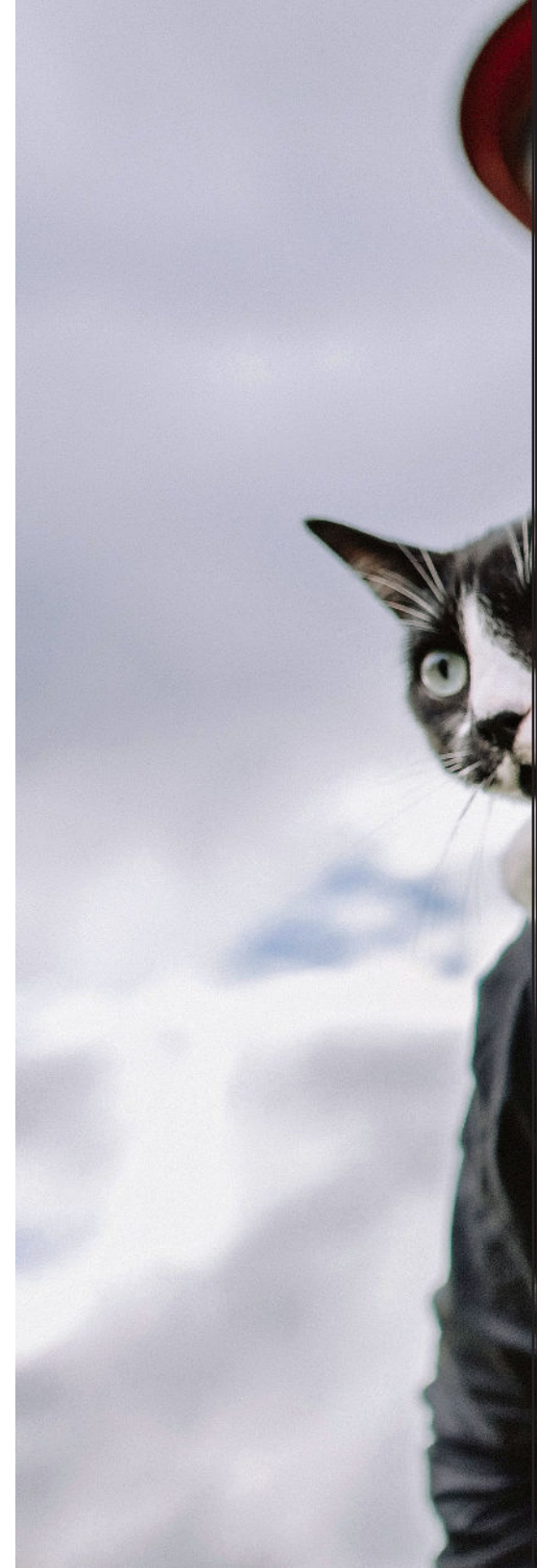
Pet Boarding, Daycare & Veterinary Behavioral Services

THE VISION

Meeting People & Pets Where They Are

Every pet deserves a safe place to be cared for, understood, and loved — and every family deserves the peace of mind that comes from knowing their companion is in trusted hands. Yet throughout the Bay Area, demand for high-quality pet care and behavioral services continues to outpace available options, leaving many families without the support they need.

To meet this growing need, Joybound is creating **The Liberty Center: Pet Boarding, Daycare & Veterinary Behavioral Services** — a visionary investment in the future of pets and their people. Set to break ground in fall 2026 and open in fall 2027, The Liberty Center will combine exceptional boarding and daycare with expanded behavioral and crisis support services, creating a welcoming destination where pets can thrive, and families can remain together through life's challenges.



A young man with short brown hair and a goatee is smiling broadly, looking down and to the left. He is wearing a dark blue button-down shirt. A black and white cat is perched on his shoulder, looking towards the camera. In the background, a husky dog is sitting in the open trunk of a red car, looking up with its tongue out. The scene is outdoors, and the overall mood is happy and affectionate.

A State-of-the-Art Pet Care Center

THE OPPORTUNITY

Creating a New Standard of Care for Pets and People

The Bay Area's pet population has grown significantly, with *approximately 1,781,000 pet households across the region's nine counties. This growth is driving increased demand as families seek:

- Safe, high-quality daycare environments that prioritize enrichment and supervision**

- Reliable, premium boarding services with expert staff in modern, beautiful, state-of-the-art facilities**

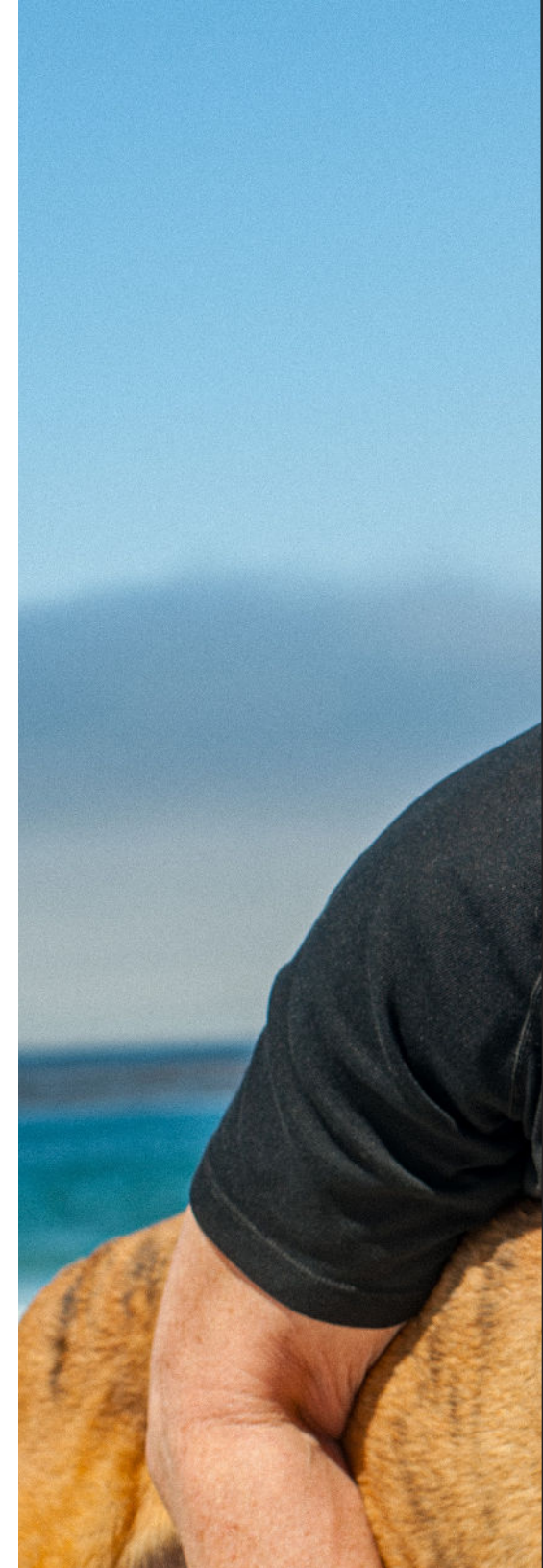
- Care providers grounded in animal well-being best practices**

- Integrated access to training and behavioral expertise**

Despite community needs, there is a shortage of facilities that combine a full array of essential services with clinical behavioral expertise and nonprofit mission-based values.

The Liberty Center will fill this gap. By offering best-in-class daycare and boarding, Joybound will provide Bay Area families with a trusted destination for pet care, one built on safety, science, and compassion.

**Source: Dogster, "Pet Ownership Statistics in California."*





The Liberty Center is named in honor of a very special dog, Liberty — the beloved companion of Maud and Burton. A greyhound rescued from the race track, Liberty embodied the joy, comfort, and unconditional love that pets bring to our lives. In return, Liberty received the care, security, and freedom every pet deserves. Today, that legacy inspires a place where pets are safe, loved, and supported, and where families can find peace of mind during everyday life and times of crisis. Through The Liberty Center, Liberty's spirit of love, trust, and freedom will live on for generations to come.

THE LIBERTY CENTER WILL

**Serve the Bay Area's growing
demand for exceptional
daycare and boarding**

**Reduce pet surrender related
to behavioral challenges**

**Decrease unnecessary
pet euthanasia**

**Improve adoption
retention rates**

**Provide a safe haven for
pets during crisis or disaster**

THE ENGINE

A Lifeline for Pets and Families

The Liberty Center will create sustainable revenue that expands access to critical services for families facing life's challenges. By integrating boarding, daycare, and behavioral services, Joybound can provide expert care for pets while ensuring that crisis support remains available to those who need it most.

Earned revenue will:

Increase access to crisis boarding for families experiencing medical emergencies, housing instability, domestic violence, or other unforeseen hardships

Create sustainable revenue to support access to lifesaving programs that keep pets and people together

Strengthen Joybound's ability to respond to growing community needs for generations to come

Your investment will help fund:

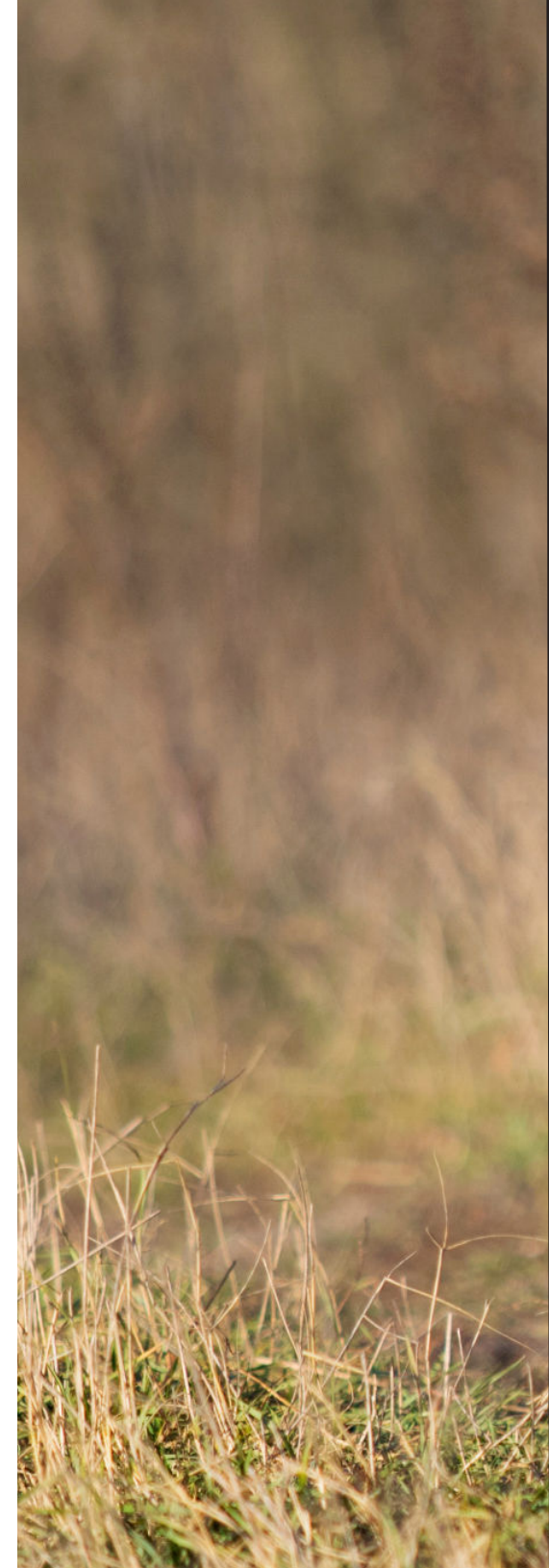
Construction of The Liberty Center

A dedicated veterinary behavior clinic and training facility

Crisis boarding facilities and support services

Advanced safety, enrichment, and animal wellness programs

Staff training, program development, and operational readiness





KEY FEATURES

**Modern dog and cat
boarding suites**

**Crisis boarding
accommodations
when needed**

**Dedicated behavioral
boarding areas**

**Enriched daycare play
yards with structured
programming**

**Dedicated training and
consultation rooms**

THE CARE

Leading the Future of Veterinary Behavioral Health

The Liberty Center will house a state-of-the-art **Veterinary Behavioral Clinic** led by internationally recognized veterinary behaviorist Dr. Wailani Sung.

This purpose-built facility will:

- Deliver specialized veterinary behavior services**

- Provide comprehensive diagnostics and treatment plans for moderate to severe behavioral conditions using evidence-based veterinary medicine**

- Improve adoption and retention outcomes**

Early behavioral assessments will improve adoption matches, reduce returns, and support lifelong placements. **The Liberty Center** will provide individualized behavior modification and customized training for at-risk animals, improving adoptability and family stability.

It will also give pet guardians their freedom back by offering specialty boarding for behaviorally challenged dogs and secure care for animals who cannot safely board elsewhere.

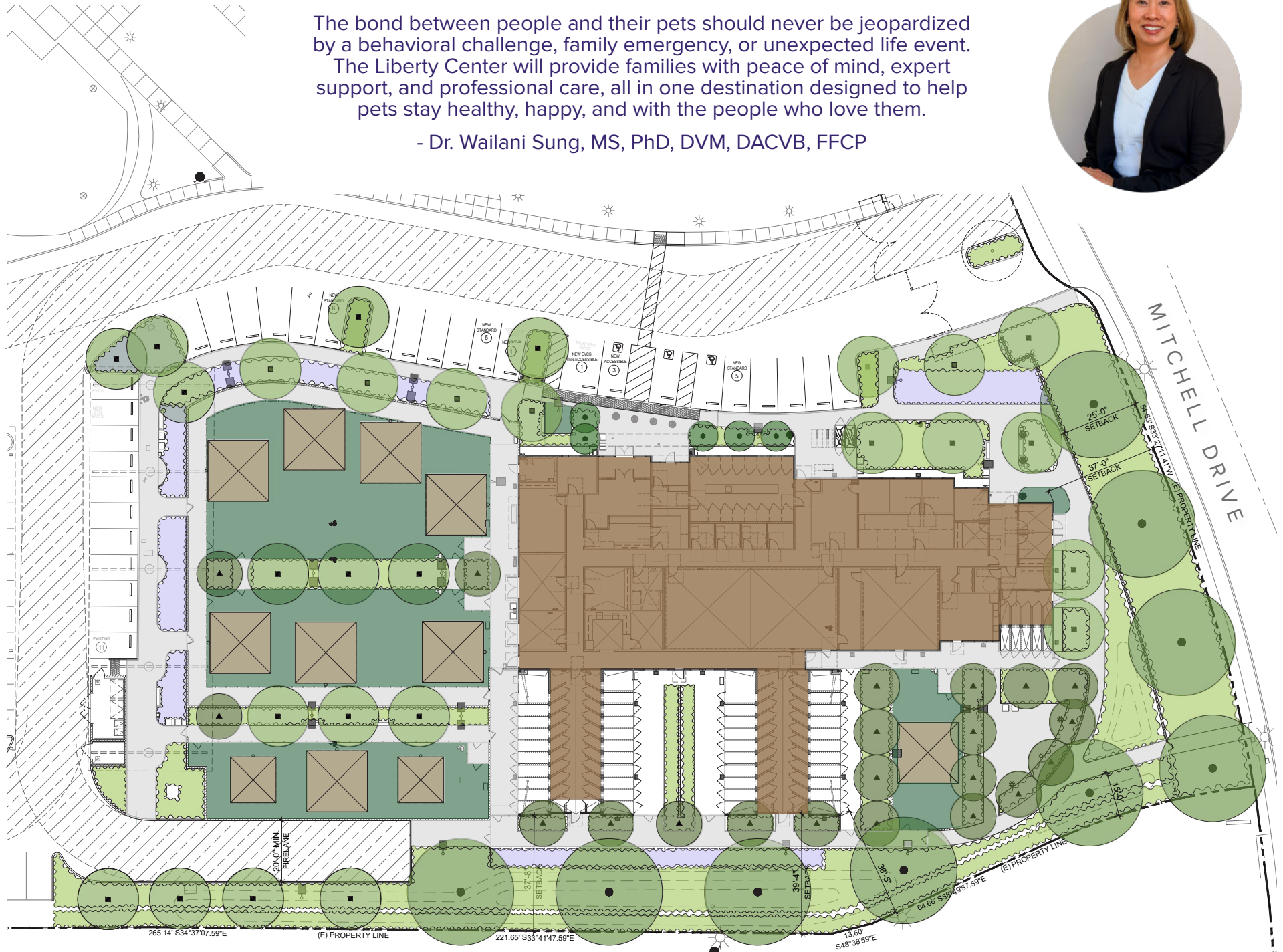
In addition, crisis boarding will provide short-term, compassionate care for pets whose guardians are facing hardship, such as hospitalization, residential treatment, domestic violence, and temporary housing instability.

By offering secure, compassionate boarding during crisis, Joybound protects both human and animal wellbeing, preserving the bond that provides comfort and stability during trauma.

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The bond between people and their pets should never be jeopardized by a behavioral challenge, family emergency, or unexpected life event. The Liberty Center will provide families with peace of mind, expert support, and professional care, all in one destination designed to help pets stay healthy, happy, and with the people who love them.

- Dr. Wailani Sung, MS, PhD, DVM, DACVB, FFCP



THE INVITATION

A Unique Opportunity to Lead

The Liberty Center represents a rare opportunity to invest in infrastructure that improves the health and happiness of the Bay Area's pets, people, and communities.

It ensures:

- Families can seek safety and medical care without the risk of surrendering their pets**
- Behaviorally challenged animals can receive expert support**
- Bay Area pet guardians have access to trustworthy expert care**
- Joybound's mission is financially strengthened for generations**

The Liberty Center is a project about freedom, stability, and innovation, ensuring that pets and people are happy, healthy, and together.

With your visionary philanthropic support, **The Liberty Center** will redefine what a community-centered pet care model can achieve.

Naming opportunities are available throughout the facility, including the Veterinary Behavioral Clinic, crisis boarding suites, play yards, consultation rooms, and much more.

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As longtime supporters of Joybound, we have always believed that good fortune carries a responsibility to create meaningful change for animals, for people, and for the world we all share.

That belief is what draws us so powerfully to this moment. We are proud to be part of a vision that will expand Joybound's reach and deepen its impact, bringing even more care, connection, and compassion to the East Bay community for generations to come.

- Carrie & Kelly Barlow



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At its heart, The Liberty Center is about freedom; the freedom to know your pet is safe, loved, and receiving exceptional care when you need to be elsewhere. It's about creating new community resources for pet families, providing expert support when challenges arise, and strengthening the bond between people and pets. The Liberty Center is an investment in peace of mind and a more joyful future for our community.

- Susan Lee Vick
President & Chief Executive Officer

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A woman with blonde hair, wearing a yellow cable-knit sweater and blue jeans, is sitting on a light-colored tiled floor in a kitchen. She is smiling and petting a Siamese cat that is lying down. A small, fluffy brown dog is sitting next to the cat, looking towards the camera. The background shows wooden kitchen cabinets and a black oven. The overall atmosphere is warm and cozy.

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PEOPLE & PETS

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