



PETSMART Charities® Quarterly

News for and about our animal-welfare partners Winter 2011

▲ Jazmilyn Gonzalez with her new puppy during the Livingston Mall Community Adoption Event in Livingston, N.J.

Together We Save Lives

Adoptions through PetSmart Charities® Adoption Centers as of December 6, 2010
4,399,206

Lucky Dog Animal Rescue created a new overnight fostering program to get local volunteers involved and fill a critical need. See page 3 for more.



2010: A Year of Community (Adoption)

Community adoption event locations in 2010 included:

- Summerville, S.C.
- Logan, Utah
- Okemos, Mich.
- Oklahoma City, Okla.
- Livingston, N.J.
- Norfolk, Va.
- Albuquerque, N.M.
- Glen Allen, Va.
- Chesapeake, Va.
- St. Catharines, Ontario
- Yuma, Ariz.
- Phoenix, Ariz.
- Scottsdale, Ariz.
- Los Angeles, Calif.
- Salt Lake City, Utah
- Woodinville, Wash.
- Midlothian, Va.

PetSmart Charities® vision is a lifelong, loving home for every pet. To make that happen, we partner with more than 2,000 animal-welfare partners throughout the United States and Canada. Without your help as our valued partners, we would not be able to realize progress toward our vision.

In 2010, we ramped up our adoption efforts and increased our ability to help save the lives of homeless pets.



Community adoption events were a new initiative for the year, and we saw concrete

evidence that these events make a real difference. During the 21 events, more than 3,517 pets found homes! Thank you for your tremendous efforts to help pets in 2010. Whether you are an in-store adoption partner or partnered with us for a community adoption event, your hard work has helped get us closer to ending the tragedy of euthanasia.

As we start a new year, we will continue our community adoption events throughout the U.S. and Canada. If you are interested in holding an event in your community, please contact Anita Garcia at agarcia@petsmartcharities.org or 623-587-2884 to apply. 🐾

◀ Roberta Cracknell adopts a dog during the St. Catharines Community Adoption Event in Ontario in August 2010.

Holiday National Adoption Weekend Helps End 2010 on a High Note

Event helped 17,181 pets find lifelong, loving homes

The final national adoption event of the year was a resounding success, helping to find homes for 17,181 dogs, cats and small animals.

Purina® Pro Plan®, Tidy Cats® and PetSmart® proudly sponsored the Holiday National Adoption Weekend, which took place in all 1,164 PetSmart® stores in the United States and Canada November 12-14. More than 2,000 animal-welfare agencies throughout North America led the way in finding lifelong, loving homes for pets, and 34 PetSmart® locations offered expanded space in the parking lots to help showcase even more available dogs and cats.

The Holiday National Adoption Weekend was the final of four events that took place during 2010. During those four events alone, 68,883 pets found homes, which is 2,200 more pets than during the 2009 events, thanks to your efforts and increased support. We hope to surpass that number in 2011, so mark your calendars now for the next four events:

- February 11th – 13th
- April 29th – May 1st
- September 9th – 11th
- November 11th – 13th



And remember: During these events, you may be able to earn increased adoption rewards. We typically award \$35 for each adoption originating from a PetSmart Charities Adoption Center during each of the four events and during the week of the scheduled event. We're also happy to provide you with event information and talking points to share with the media contacts you have established in your own community so you can promote this event at the local level. 🐾

Bones of the Business: Tips for Working Smarter

Creative ways to re-think a specific element of the important work you do. If your organization is stronger, you can do more for the pets!

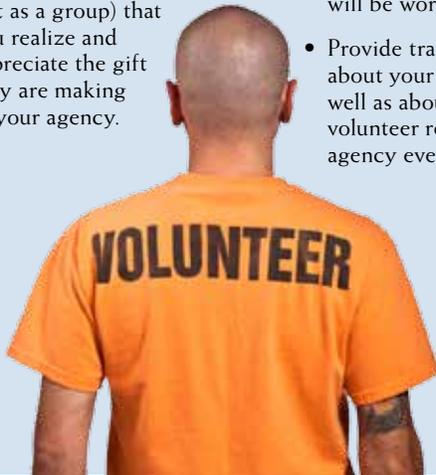
This quarter's topic: *Relationships with Volunteers*

Challenge: Volunteers expand your agency's capacity. But the "human element" of keeping everything running smoothly can feel like extra work in an already overfilled schedule.

Solution: Recruiting and retaining your valuable volunteers is a priority, not an "extra," whether your agency is all-volunteer or your volunteers augment paid staff. Volunteers are donors...of their time, skills and energy.

Appreciation

- April is Volunteer Appreciation Month, a great opportunity to publicly recognize the vital contribution made by your volunteers. (Count up the year's volunteer hours, divide by 40 and announce how many full-time employees that would equal. Wow!)
- Appreciation cannot begin and end with an annual event. Take every opportunity to show each volunteer (not just as a group) that you realize and appreciate the gift they are making to your agency.



Training

- Invest time into clear, written descriptions of each kind of volunteer task or project. Use them for recruitment as well as explanation.
- A job description doesn't need to be long, but a bulleted list of expectations can help avoid many issues later on.
- Include time and schedule commitments, physical requirements and what other jobs are related (who they will be working for or with).
- Provide training for volunteers about your organization as well as about their tasks. Every volunteer represents your agency every day.

Clarity of roles and responsibilities

- Provide all volunteers and paid staff with all volunteer job descriptions, and help everyone see how their tasks fit into the larger scheme of things at your agency. This transparency can help ease the frustration of working in a vacuum and reduce misunderstandings about who's doing what.
- Most important, create an agency culture which recognizes every person's vital role. Resentments can build when different teams or sectors don't see the other guy's perspective. Do kennel workers understand how your volunteer program works, or do they just see people show up every now and then? Do volunteer adoption counselors know what steps are necessary, and by whom, to prepare those pets for their big day?

Expert resources

- Many communities have a volunteer management organization; ask your chamber of commerce.
- Visit volunteermatch.org for recruitment tools.
- Surf the web for tips and tools about working with volunteers, including: petsmartcharities.org/resources, Aspcapro.org, animalsbeltering.org and bestfriends.org. 



Online Application System: How It's Working for You

During the last open application period for the two U.S. grant programs – free-roaming cat and targeted spay/neuter – PetSmart Charities® asked you to begin using our new online application system to apply for grant funding. Our goal is to migrate all of our grant application processes to this new system, which has many benefits to our partners, including:

- No need to make multiple copies of your application
- The ability to start/stop the application process, save and return
- No trips to the post office or dealing with postage
- Immediate e-mail confirmation that your application has been received

- A history of all applications your organization has submitted online for targeted and free-roaming cat grants
- An eco-friendly way of submitting a grant application

We wanted to find out how you felt about the online application system – and your responses were overwhelmingly positive! Here's a sampling of what applicants had to say in a post-application survey:

- Nearly 80 percent of you felt that the online application system was easy to navigate, and more than 62 percent felt that the online application process (login, returning to the system, placing the application) was easy.

- Uploading documents was no problem, with 67 percent of applicants reporting that the process was easy.
- More than 63 percent of you did not need technical support to complete your application.
- Nearly 47 percent of applicants who had used other online application systems felt that the PetSmart Charities system was easy to use.

With your feedback, we will continue to fine-tune this new application process to make it an even better experience. Stay tuned to petsmartcharities.org for more information about our grant application processes and the online application system. 

Rewarding Agencies for Innovative Volunteer Programs

Congratulations to Lucky Dog Animal Rescue in Washington, DC, our MVP winner this quarter. The agency utilizes volunteer teams to foster dogs overnight before being showcased at adoption events the next day.

Read on...then consider if this solution will work for your agency, too!

The Challenge

In Washington DC, many volunteers want to foster and provide a home to abandoned dogs, but they have long work hours or travel schedules that make it difficult to make a long-term commitment. Since Lucky Dog Animal Rescue receives dogs every Saturday from rural shelters, they needed to find a way to get to know the incoming dogs and give them a safe, warm place to sleep for one night before the adoption events held every Sunday. Even with a doggie daycare boarding partner, Lucky Dog still needed to find short-term foster care for the arriving dogs to help each dog get settled, get the basic medical care they need and get ready to find a new home during the adoption event.

The Solution

Lucky Dog Animal Rescue created a new overnight fostering program to get local volunteers involved and fill a critical need. The overnight fosters take newly transported dogs home for one night, bathe them, play with them and take care of the basic

medications (such as dewormer, flea and tick medications and heartworm preventative). The volunteers get to enjoy the companionship of a dog when they may not otherwise be able to.

"We make sure the overnight foster volunteers are trained to understand our policies, who our veterinarians are and what to do in case of an emergency," said Mirah Horowitz, executive director of Lucky Dog Animal Rescue. "To help make it easier for these short-term foster caregivers, they don't attend the full, two-hour foster training program. We also do home visits before an overnight foster begins – to screen them as if they were going to be a full time foster – just in case they want to keep the dog longer than overnight!"

When the transport dogs arrive, as many as 20-30 head off to their overnight foster homes. Usually, more than half are adopted the next day. The dogs who don't find homes during the Sunday adoption events are then placed into long-term foster care or stay with the partner boarding facility. They always have a warm bed to sleep in.

The overnight foster program helps in three main ways:

- Preparing dogs for the adoption event
- Providing potential adopters with more information
- Matching dogs with appropriate full-time foster homes

The Results?

Thanks to the overnight fostering program, Lucky Dog can now bring in even more dogs each weekend. With more than 60-70 volunteers in the pool, they are able to place up to 40 dogs every weekend. Since foster volunteers get to know each dog, they are able to find better matches for full-time foster assignments and understand more about each dog (which helps prospective adopters find the right match for their family during the adoption events).

The overnight foster program provides a great opportunity to give each dog the attention, preparation and primping he deserves before the big day. "We try to do everything that these dogs could possibly need," Horowitz said. "So far, the program has become a huge success!" 🐾



◀ Dogs arriving from transport get ready to head home with their overnight foster parents.

PetSmart Charities® Supports Grantees with High-Impact Spay/Neuter Forum

In October, 30 animal-welfare organizations that received free-roaming or targeted spay/neuter grants from PetSmart Charities® were invited to Phoenix to attend a spay/neuter forum at the PetSmart® headquarters.

This High-Impact Spay/Neuter Forum included workshops on multiple topics that groups had identified as areas of interest, including:

- How to motivate constituents toward a common goal
- Getting the media excited about grantee programs and appealing to media outlets
- Tips and strategies for getting grantees' messages heard in their communities

- Writing a basic press release
- Finding, motivating and keeping volunteers
- Making programs financially sustainable; how to raise funds for expenses not covered by your grant funds 🐾

Paula Gillikin of the Beaufort Community Cat Project, Inc., saw PetSmart Charities' invitation to attend the High Impact Grant Forum as an opportunity to advance the overall effectiveness of her organization's life-saving work. "I took away information about public relations, fundraising, and motivating a cause that will help advance the Beaufort Community Cat Project's mission of humanely reducing the free-roaming cat population in coastal North Carolina," Gillikin said.

New Staff Join PetSmart Charities®

The PetSmart Charities team is growing! Five new staff are now working with us to help save the lives of homeless pets: Joy Chesbrough, Dawn Alcorn, Lori Bell, Bryan Kortis and Lisa Stegman.



▲ Joy with Sparky and Napoleon

Joy Chesbrough joined PetSmart Charities in October as the director of philanthropy. Previously, she worked as the director of resource development and corporate relations for Medical Assistance Programs (MAP) International, which is ranked one of Forbes top humanitarian relief and development agencies. Her previous experience includes work as the director of development for Scripps Health Foundation in San Diego and as the director of major gifts for Operation Smile International. Joy is a pet parent to a French bulldog named Napoleon and Boston terrier named Sparky.



▲ Dawn

Dawn Alcorn is now the senior marketing manager with PetSmart Charities. In her role, Dawn is responsible for developing the cause marketing strategy for PetSmart Charities regarding partner relationships and event sponsorship. Dawn comes from Susan G. Komen for the Cure with expertise in cause marketing. Other past experience includes managing marketing strategies to promote companies, such as Showtime Networks, with a consumer goods background at Pillsbury and Nabisco. Dawn is a pet parent to her pit bull, Loki, and both recently relocated to Phoenix from Dallas.



▲ Lori with her flock of pet parrots

Lori Bell has taken the position of program manager on the adoptions team, with a primary responsibility for future adoption center build-outs across the nation. Prior to joining PetSmart Charities, Lori was employed as a relationship/account manager in the healthcare and medical device industry, working with nonprofit hospital systems. Her background also includes experience with financial software implementation and training and financial accounting. Lori is a pet parent of five adopted parrots: Jon the African Grey, Merlin the red-lored Amazon, Skippy and Dippy the blue crown conure brothers and Blackjack the Nanday conure.



▲ Bryan and Pemberly

Bryan Kortis joined PetSmart Charities as a grants manager managing the free-roaming cat spay/neuter program and assisting in other grant programs. Bryan was co-founder and executive director of Neighborhood Cats, a leading feral cat education, advocacy and hands-on group based in New York City. He has produced many of the leading educational materials in the animal-welfare field related to feral cats. Previous work experience has included designing an online feral cat colony database, drafting a model trap-neuter-return (TNR) ordinance and advising communities across the U.S. on setting up large-scale TNR programs. Bryan will work remotely in New York, where he lives with his own colony of cats rescued from various bad circumstances.



▲ Lisa

Lisa Stegman has taken on a role in the grants department as a grants manager. In this role, Lisa's primary focus will be the new online grants management system. Her previous experience includes supporting Health Care Group of Arizona, a small business insurance provider, under the Arizona Health Care Cost Containment System (AHCCCS) and work as a systems administrator at the ground level of the electronic brokerage era. Lisa is a dog lover and recently lost her rescued dog of nearly 11 years, Skye. 



Susana Della Maddalena / Executive Director
sdellamaddalena@petsmartcharities.org

Monica Neal / Director of Grants
mneal@petsmartcharities.org

Dan Tisch / Director of Programs
dtisch@petsmartcharities.org

For spay/neuter grants and other grant funding:

Julie White / Senior Program Manager
juwhite@petsmartcharities.org

Bryan Kortis / Program Manager
bkortis@petsmartcharities.org

Carol Moulton / Program Manager
cmoulton@petsmartcharities.org

For spay/neuter capacity-building grants U.S.A.:

Aimee St. Arnaud / Program Manager
astarnaud@petsmartcharities.org

For emergency relief:

Wanda Merling / Emergency Relief Manager
wmerling@petsmartcharities.org

For conference sponsorships, agency program coaching and Canadian grants:

Kit Jenkins / Program Manager
kjenkins@petsmartcharities.org

For grants administration:

Karin Bishop / Senior Grants Manager
kbishop@petsmartcharities.org

Lisa Stegman / Grants Manager
lstegman@petsmartcharities.org

Brenda Najera / Grants Administrator
bnajera@petsmartcharities.org

For webinar information:

Suzu Hayton / Program Facilitator
shayton@petsmartcharities.org

For the in-store adoptions program:

Gina Ewert / In-Store Adoption Program Manager
glewert@petsmartcharities.org

Anita Garcia / Adoption Initiatives Manager
agarcia@petsmartcharities.org

Barbara Fought / Adoptions Partner Manager
bafought@petsmartcharities.org

Derinda Lewis / Adoption Relations Specialist
dlewis@petsmartcharities.org

For adoption center information:

Lori Bell / Program Manager
lbell@petsmartcharities.org

For adoption rewards:

Patricia Lerma / Adoption Rewards Facilitator
plerma@petsmartcharities.org

For Rescue Waggin'® program information:

Larry Johnson / Senior Program Manager
ljohnson@petsmartcharities.org

For newsletter information:

Michelle Thompson / Communication Manager
mthompson@petsmartcharities.org



▲ One of the promotional posters for the Spay & Save program with ASAP

The 10 ASAP organizations include:

- Alliance for Contraception in Cats and Dogs
- Cat Adoption Team
- Clackamas County Dog Services
- Feral Cat Coalition of Oregon
- Humane Society for Southwest WA
- Multnomah County Animal Services
- Oregon Humane Society
- Portland Veterinary Medical Association
- Southwest WA Veterinary Medical Association
- Washington County Animal Services/Bonnie L. Hayes Small Animal Shelter

Oregon Humane Society: How grant funding for a targeted spay/neuter program is working

In January 2010, PetSmart Charities® awarded the Oregon Humane Society a \$100,000 grant to expand and enable the Spay & Save program, which provides for sterilization surgeries for cats (both owned and free-roaming) living in the Portland metro area. The Oregon Humane Society is the lead agency in a coalition of 10 organizations involved in the project, all operating under the name Animal Shelter Alliance of Portland (ASAP).

ASAP seeks to dramatically reduce the euthanasia of healthy cats in the area during the next five years through this high-volume spay/neuter program serving low-income pet owners and free-roaming cats. The project plans to offer a total of 62,000 surgeries over five years, a region-wide increase of 15 percent, starting with a goal to spay/neuter 10,000 cats every year.

"We understood that 10,000 could be the tipping point that would affect great change," said Barbara Bagnon, marketing and communications director with the Oregon Humane Society. "With that concrete number in mind, we created ASAP and used the 10,000 number to give the groups something to hang their hats on."

To make this a successful project, every member of ASAP agrees to the same standards: No adoptable cats are euthanized. If one group doesn't have the space, they call a partner.

"In Portland, our culture is collaboration," said Oregon Humane Society Executive Director Sharon Harmon. "So, we started out with a foundation of being able to work well together. When Spay & Save was created, OHS offered to play a bigger role. We have the infrastructure to do it and ability to make a big initiative like this happen."

Once the coalition was formed, ASAP members worked for two years to set up program goals and create a sustainable plan.

"We dream big," continued Harmon. "The 10,000 spay/neuter surgeries are above and beyond what we would normally do as part of our operations."

The coalition set out with grassroots efforts to recruit spay/neuter clients. They posted flyers in local retail stores like Wal-Mart and Target, in Laundromats and on Craigslist. Groups also took part in radio interviews and used social media to get the word out. What's next? The group plans to take the message directly to homes in a targeted ZIP code as well as work with apartment managers, public housing, food pantries and social service agencies.

"Right now, our clients are people who 'get' spay and neuter," said Harmon. "Our next step is to convince everyone else that this is a good idea."

The coalition's work has also created a new partnership for cats between the Oregon Humane Society and Clackamas County Dog Services (CCDS). For the first time, CCDS will have cats available for adoption at their shelter, through a special outreach adoption agreement with the Oregon Humane Society. They have also worked to train veterinarians at some shelters to do high-quality, high-volume spay/neuter surgeries. And right now, more than 1,500 cats above OHS's 2008 baseline have been sterilized under the Spay & Save program.

"It is so meaningful to see people in the lobby coming to take care of their pets," said Bagnon. "When I spoke to a woman who was waiting for her cat to come out of surgery, she said she was thrilled to be able to do the right thing for her cat." 



Evelyn Peters brings her cat Peanut to be spayed at the Oregon Humane Society ▲.

Apply for a Free-Roaming Cat or Targeted Spay/Neuter Grant



The next open grant application period for PetSmart Charities' two U.S. grant programs – free-roaming cat and targeted spay/neuter – is February 15 through March 31, 2011. Applications may be submitted anytime during that period using the online application system.

If you are interested in applying for funding for targeted spay/neuter or free-roaming cat spay/neuter programs, you must complete the application online. A PDF of the application is available on the PetSmart Charities website so you can begin collecting the information that will be needed during the application process. The PDF illustrates what information is needed but does not reflect the appearance of the online application.

To help you learn and understand the online application system, PetSmart Charities has recorded webinars available at www.petsmartcharities.org/resources that demonstrate how to use the system and answer questions from participants. 

People Saving Pets™ is Coming!

You may have heard some buzz about a new campaign that PetSmart Charities will be empowering to help make a bigger difference for homeless pets. This campaign is kicking off in two markets, Phoenix and Oklahoma City, this February. We can't make this campaign a success without the help of our animal-welfare partners, so to learn more about it, please visit www.peoplesavingpets.org.



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Conferences

PetSmart Charities® believes in professionalizing the field of animal welfare. In the next few months, we're sponsoring training events at:

2011 California Animal Care Conference

2/26-3/1 • Sacramento, Calif.
www.animalcareconference.org

Virginia Federation of Humane Societies

3/10-12 • Fredericksburg, Va.
www.vfhs.com

Texas Unites for Animals

3/18-21 • Austin, Texas
www.texasunites.com

New Jersey Federation of Humane Societies

3/19-20 • Rutgers University, N.J.
www.awfnj.org

Caribbean Animal Welfare Conference

4/3-6 • San Juan, Puerto Rico
www.hsi.org/issues/street_dog/factsheets/caribbean_animal_conference_2011

New England Federation of Humane Societies

4/10-11 • Portland, Maine
www.newenglandfed.org

For a complete list of upcoming conferences, please visit www.petsmartcharities.org/events-news

In-Store Adoption Program: Working Together To Save Lives

As we kick off the new year, we know that 2011 will be exciting for PetSmart Charities® and its in-store adoption partners. Here are just a few highlights:

- An updated Adoption Partner Manual was mailed to all Adoption Partners in late 2010. Ever wondered how to best communicate our offsite adoption responsibilities to your volunteers and staff? Look no further! The Adoption Partner Manual is an easy-to-read guide to the expectations and benefits of the in-store program. Not only does every partner receive a free copy in the mail, but each store will get two copies – one for the store manager to help support the program and answer questions, and one to keep in the Adoption Center to ensure all partners can rely on one, consistent source of information. It's been a long time since we provided an updated manual, so thank you for your patience!

- Don't be surprised if store management stops by and says hello a little more frequently! We've asked them to meet with all of their partners on a regular basis to keep the lines of communication open. Don't be shy! Please feel free to work directly with store management whenever you have any questions.
- We are continuing to ramp up our efforts to reduce the number of homeless pets in North America, and we are helping our partners continue to participate in the In-store Adoption Program. Therefore, all Adoption Partners will be required to qualify for at least the \$10 per-adoption rewards level by late 2011. This level requires that every pet adopted from an organization is spayed/neutered, either through pre-adoption surgeries or through an approved, closely monitored, post-adoption tracking system. If your organization is not currently meeting at least the \$10 per-adoption reward level you've been notified via mail and online. Please mail your rewards application to PetSmart Charities as soon as possible. We want to work together to continue to save the lives of homeless pets! 

