



PETSMART Charities Quarterly

News for and about our animal welfare partners

Spring 2007

Emergency Relief Waggin'™ Ready for Action



PetSmart Charities is proud to report that the Emergency Relief Waggin' is now operational. The program consists of six 52-foot semitrailers pre-loaded with emergency supplies for pets. Each trailer contains crates, bowls, leashes, collars, litter, food, tents, fans, a generator and various other emergency-related items to provide care for up to 500 pets. The trailers are strategically stationed at different PetSmart distribution centers across the U.S., and ready for dispatch to any location in the U.S. within 48-72 hours of an approved request.

In March, 44 volunteers, two team leaders and several PetSmart Charities staff gathered in Baton Rouge, Louisiana, at the Louisiana State Animal Response Team Summit, to be trained on deploying the Emergency Relief Waggin' in the event of a major disaster. Volunteers were trained on the essentials of unloading the 52-foot trailer and setting up temporary shelter with materials available on the trailer.

(Continued inside →)

Together We Save Lives

Adoptions through
PetSmart Charities®
Adoption Centers
as of
April 22, 2007

2,943,621



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PetSmart Charities Presents Fall Spay/Neuter Conference

Is pet overpopulation still a problem in your community? If you responded with a resounding "Yes!" then we have the conference for you. PetSmart Charities is proudly hosting a one-time only national conference focused specifically on the topic of spay/neuter. The **Fix-it Forum** will be held at the Doubletree Hotel in Oakbrook, Illinois, October 25-27, 2007. All animal welfare professionals involved in the operation of, or interested in starting, a spay/neuter program are invited to attend.

The purpose of this forum is to provide practical training and networking opportunities to those interested in starting, maintaining, improving, working or fundraising for spay/neuter programs. Industry experts will lead more than 30 workshops in the following tracks:

- Spay/neuter program models
- Clinic management
- Special issues (such as feral cats and pit bulls)

- Money: fundraising and budget management (sponsored by Maddie's Fund)
- Veterinary/medical issues (sponsored by ASPCA)



A special session on Saturday will show how community assessment can lead to marketing spay/neuter for the greatest impact on animal population. In addition, attendees will have the opportunity to tour two local successful high-volume clinics.

Whether you have been working in spay/neuter for years or are just getting started, this conference will deliver the resources to help you build a program with impact. 🐾

For more information or to register, visit www.petsmartcharities.org and click on the 'Learn More' link for the Fix-it Forum.



Sandra Macintyre

Meet our New Director of Major Giving



▲
Sandra
and Ellie

Please welcome Sandra Macintyre, an accomplished 30-year fundraising veteran, as the new Director of Major Giving at PetSmart Charities.

I was most recently the Vice President of Development at Banner Health Foundation in Phoenix, assigned to Banner Estrella and Banner Thunderbird Medical Centers. Prior to relocating to Arizona in 2004, I headed my own fundraising consulting firm in Worcester, Massachusetts, providing a full range of fundraising and development services to a wide-ranging list of clients. Before that, I served as the executive director of the South Shore Health and Educational Foundation and director of development for Hahnemann Holden Health Systems, both in Massachusetts.

Born and raised in Scotland, I am a graduate of the Royal College of Business in Glasgow. I hold the CFRE (Certified Fund Raising Executive) certification.

My goal is to develop programs and opportunities for major contributions that will further the advancement of PetSmart Charities' vision to ensure a lifelong, loving home for every pet.

My current pet is Ellie, a three-year-old champagne-colored spaniel-terrier mix, whom we adopted from the Animal Rescue Center in February. She has a sweet nature and is generally well-behaved. Currently, we are undergoing training classes at the PetSmart store across from the headquarters building.

This is only my second dog. The first was a toy poodle called Mitzi, who was only six weeks old when I received her as a gift shortly after my wedding. After two homes in Scotland, Mitzi traveled with the family to Massachusetts. She was the first member of the family to enter the United States. Her paperwork was accepted right away, but the rest of the family was stuck in customs because our smallpox vaccination certificates were signed by a doctor with

the same surname as ourselves. Later on, she traveled with us to Arizona on our first stay here.

Over the years, we have had several cats. The most notable were two kittens that we acquired on the same day, called Mr. Black and Mr. Gray (no explanation needed). 🐾

"Being at PetSmart gives me the opportunity to use my years of experience in the nonprofit world to truly make a difference. Working together, I know we can really make Charities shine within the animal welfare world."

— Sandra

Grant Success Story

Northwoods Humane Society, Forest Lake, MN
By Charlotte Little

Nineteen...twenty...twenty-one... Finally, we were finished. Twenty-one cats and kittens were pulled from a hoarder situation. The owner, who had lived alone with his many feline friends, was taken to the hospital in poor health and his house was subsequently condemned. However, when the city learned that the house was full of cats, it contacted Northwoods Humane Society. We accepted the task of getting the cats into the safety of our shelter and headed out for our first visit. Upon arrival we spotted more than 20 cats that had free reign to go in and out of the house as they pleased, which made catching them all the more difficult. After multiple visits we managed to get the cats into the shelter, where they were all examined, vaccinated and ready to be spayed and neutered.

Thanks to a PetSmart Charities grant toward our agency's Spay-Neuter Fund, every cat and dog is sterilized before being placed up for adoption. "The grant money was a blessing in many ways," said Georgina Large, our veterinary technician, "but its importance was especially obvious that day our total daily intake of cats came to 21. Having the funds available to spay or neuter all of the cats in a timely manner meant they could find their forever homes that much faster."

Receiving support from PetSmart Charities made it possible for NHS to help the community and its animals in need. Northwoods Humane Society sends our deepest gratitude to PetSmart Charities for helping us ensure we can help as many animals as possible! 🐾



▲
Zelda (above)
and Elizabeth (left)
are two of the 21
rescued cats.

This could be your organization! With support from a PetSmart Charities grant, thousands of agency partners provide life-saving programs and services to help homeless pets in their communities. We want to help celebrate your success. If selected, your organization will win a one-time award of \$500 and be featured in an upcoming issue.

Simply submit a detailed summary of how pets, your program and people were impacted by a PetSmart Charities grant. Be sure to include high-resolution digital photos pertaining to your grant and e-mail them to mkrause@petsmartcharities.org. A submission form is now available under the Animal Welfare Agencies section on our website at www.petsmartcharities.org.

Responding to Heartworm Disease *By Sandra Newbury, DVM*

Preaching prevention in your community will help educate dog owners about the best treatment for heartworm disease. However, agencies have additional considerations when addressing the disease in their populations. When making plans to respond to heartworm disease, consider:

Testing

The sooner you diagnose and treat heartworm disease, the better. Infection with heartworm disease may have long-term consequences on the heart and lungs. When resources allow, testing dogs before making them available for adoption can save heartache for adopters and frustration for your agency. Puppies are at risk from the moment they are born, but the test won't pick up the infection until they are about six months old. If the pup is older than that, test before adoption when possible.

Some agencies don't have the resources to test before adoption. If so, you should carefully explain to adopters that the dogs are not tested for heartworm but were started on preventative to help reduce the risks from more recent exposure. Some groups offer testing at the expense of the adopter at the time of adoption.

Even if you do test, and you start preventative right away, puppies and

dogs need to be retested four months later because there is a period of time after infection when the test won't pick up the infection. New owners should be informed about the need for re-testing both to ensure diagnosis and so owners don't blame your agency later for giving them incorrect information about a negative test result.

Preventative

Start preventative treatment right away. Current preventative treatments treat back at least two months, so we can make up a little lost time for exposed dogs if we start them right away. Even dogs already infected with heartworm disease can be safely treated with ivermectin-based preventatives. If your agency cannot start prevention for all dogs, counsel your adopters to start immediately.

For dogs you haven't tested, we recommend using products other than Milbemycin. Although considered an effective treatment, Milbemycin can produce some potentially serious side effects.

Giving preventative year-round can be very beneficial for dogs who have had lapses in treatment, so that is an excellent recommendation to make for all your adopters. You may even clear infection in some dogs who would test positive

later. Preventative treatment also helps your whole population; all it takes is one infected dog and a mosquito to spread infection.

Treatment

What about treating heartworm positive dogs by simply putting them on year-round preventative and waiting? While it is true that over time dogs will eliminate most or all of their worm infection this way, it may take two to three years. Prolonged treatment also puts dogs at constant risk of pulmonary thromboembolism from dying worms and has been shown to contribute to chronic heartworm disease. For these reasons, injectable melarsomine is the recommended treatment. If melarsomine treatment is not a possibility and euthanasia would be the only alternative, long-term treatment with preventative is an option. However, those dogs should be exercise-restricted for the entire treatment period, and new owners must be properly informed of the potential risks.

For more information please talk with your veterinarian, visit www.heartwormsociety.org, and check out our recorded webinar on heartworm at <https://petsmartcharities.webex.com>.



Emergency Relief Waggin' SM

(Continued from cover)

After a few brief informational presentations, volunteers including Dr. James Riopelle from Louisiana State University, Jeff Dorson from the Humane Society of Louisiana, and Tara High from the Humane Society of South Mississippi, learned how to unload mass quantities of emergency supplies and how to set up and operate important items including a manual pallet jack, a lift gate and a generator.

We are excited that this program is now operational. And although we hope the situations requiring the Emergency Relief Waggin' are few and far between, it is our hope that this program will provide a better way to deliver needed emergency supplies in the future.

More than anything, this trial run was a chance for our staff to meet and forge partnerships with key emergency responders, take note of potential problems and prepare to respond to the first inevitable disaster of the year. With the training of volunteers complete and the trailers stocked and positioned across the U.S., the program is now officially ready to roll.

Healing HEART Sanctuary has been tapped to recruit, train and manage volunteers for unloading and reloading supplies, at the beginning and end of a response. 🐾



Volunteers practice unloading emergency supplies.

Should a major emergency, hoarding or cruelty case arise involving 350 companion animals or more, and you are the lead animal welfare agency in charge of the situation, please contact Laurel Ley at (904) 571-6135 with your request for Emergency Relief Waggin' supplies.

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 animals!

This quarter's topic: **Sustainability**


Challenge: With all of your day-to-day work for the animals, it can be difficult to spend time on the big picture—the stability and future of your organization. It's crucial, though, to build a strong, stable agency. Donors (individuals, businesses and foundations) are increasingly concerned about how their gifts to nonprofits are used.

Solution: No matter how small or large your agency might be, donors want to know that you use funds wisely, that you plan ahead and that you'll be around in the future. To show donors that your agency is a good investment for their dollars, make your own investment of time today to ensure a stronger agency tomorrow.

What Shows Sustainability to a Donor?


- Working within your means—A desperate, hand-to-mouth existence doesn't instill confidence that you'll use a donor's funds effectively. A for-profit business can't work constantly "in the red," neither should you.
- Transparent bookkeeping—Your financial records should reflect exactly where your money comes from and exactly where it goes. Preparing an annual 990 is helpful, even if your agency's income is less than \$25,000.
- Diverse funding resources—It's hazardous to depend on one primary donor, either yourself or a special "angel." Plus, it is legally necessary to have multiple funding resources. Are all of your fiscal eggs in one basket?
- Evidence of delegated leadership—Do you delegate, or do two or three people do it all? Funders like to see an active board of directors of more than three members, as well as a healthy and active volunteer base.
- Working well with others—Every animal welfare community has different groups providing for different needs. Funders like to see that your agency cooperates and collaborates.

Where Do You Start?

- Make optimal use of the PetSmart Charities FREE educational webinars. Topics for these online workshops include fundraising, marketing, daily operations and board responsibilities. Presenters are the best in their fields, and all sessions are designed specifically for the animal welfare audience. For more information, visit petsmartcharities.org/animal-welfare/webinars.
- Read more about it. We have compiled a resource list for starting and building a strong animal welfare agency. This list includes websites, books and other resources to help you with a wide variety of practical sustainability topics. For a copy of the "Nuts & Bolts" resource list, contact Kit Jenkins, Programs Manager, at kjenkins@petsmartcharities.org. 

Does Your Website Link to Ours?

PetSmart Charities redesigned its website last summer and moved the whole "kit and caboodle" onto a new server. As a result, if you have a link from your website to a particular page on (the now former) PetSmart Charities website, you might be linking to old information. Please check your links to verify that they go to www.petsmartcharities.org, not www.petsmart.com/charities.

In addition, if you would like to link to our website, please contact pdonnelly@petsmartcharities.org for more information on our partner web logo. 

PetSmart Charities Staff

Susana Della Maddalena

Executive Director

Sue Widney

Executive Administrative Assistant

Tim Crum

Director of Marketing and Development

Deanne Rice

Director of Financial Operations

Mark Phillips

Operations Specialist

Marian Bryk

Financial Operations Facilitator

Monica Neal

Director of Charitable Giving and Programs

Sandra Macintyre

Director of Major Giving

Trish Spencer

Major Giving Facilitator

Patty Finch

Manager of Grants and Research

Brenda Najera

Administrative Assistant

Barbara Fought

Manager of Emergency Grants

Kit Jenkins

Program Manager

Lisa Goin

Development Manager, Annual Giving

Edyi Payne

Development Administrative Assistant

Britta Kelly

Development Manager, In-Store

Cynthia Saavedra

In-store Facilitator

Bonnie Morgan

Development Manager, Special Initiatives

Amanda Werber

Development Facilitator, Special Initiatives

Carol Moulton

Program Manager

Karla Kamstra

Regional Program Manager

Paige Donnelly

Communications Manager

Megan Krause

Communications Representative

Robin Mason

Technology and Education Manager

PetSmart Adoptions Staff

Julie Schmaltz

Adoptions Operations Manager

Anita Garcia

Adoptions Facilitator

Juliana Warren

Administrative Assistant

For general information, visit www.petsmartcharities.org or call 1-800-423-PETS.

For any issues regarding PetSmart Charities Adoption Centers, including all adoption promotions, contact Anita Garcia at 1-800-738-1385, ext. 2884.

For grant information, contact Patty Finch at pfinch@petsmartcharities.org.

For emergency funding, contact Barbara Fought at 623-587-2840.

Lifesaving Volunteers

This could be your volunteer! Submit stories to us and if selected, your organization will win a one-time award of \$500 in honor of your special volunteer. Send your nominations and supporting photos to mkrause@petsmartcharities.org. A nomination form is now available under the Animal Welfare Agencies section of our website at www.petsmartcharities.org.

Rebecca Young

Animal Welfare, Inc.
Shreveport, Louisiana



▲
Evie,
Rebecca
and Leo

When hurricanes Katrina and Rita hit Louisiana, Rebecca Young e-mailed Gloria Freeman, president of Animal Welfare, Inc., located in Shreveport, Louisiana. Gloria recalled that Rebecca just wanted to help—in any quiet, humble way she could.

"The first time I met her was when she brought her truck over to fill it up with crates, leashes, collars, medical supplies and food,"

Gloria thought back.

Rebecca has been volunteering with Animal Welfare ever since—starting off placid and gentle, as is customary for her.

"Now she is out there every day, taking rescued animals to the vet, transporting them to permanent homes or other rescues, taking photos of pets that need to be re-homed, dropping off spay/neuter vouchers to needy pet owners, and just about any and every thing else to help an animal," said Gloria.

Rebecca's love for her avocation is apparent in her words: "My favorite part of animal volunteer work is seeing the look of fear fade from an animal's eyes... to watch that look change to one of love, once it finally knows it is safe."

As for being named a Lifesaving Volunteer, Rebecca said, "I'm very excited to win this award, though I can't quite believe it. There are so many deserving volunteers out there."

Rebecca is delighted as to what the grant will mean to Animal Welfare, Inc. "The \$500 will go a long way in helping spay and neuter the dogs and cats in our program, and toward vet bills for the injured ones we help," she said.

Then, quietly, she added: "Recently we had a pit bull brought to our vet to be euthanized because he had a broken leg. The vet said that he had to have been hit really hard for it to be as badly broken as it was. I told them not to euthanize, but instead, to put it in a splint. He is on the road to recovery.

"By the way, he is only four-and-a-half months old. What a reward to feel like I'm really making a difference in animals' lives." 🐾

Kristen Sayers

Conrad Strays Cat Rescue
Middleton, Idaho



▲
Kristen
Sayers

Kris Sayers started her rescue work 25 years ago, and her passion for helping pets in need has only intensified. Her zest is now united with Conrad Strays Cat Rescue and Adoption in Middleton, Idaho.

A no-kill cat rescue and provider of low-cost spaying and neutering assistance, Conrad Strays needed Kris desperately.

"She is such an important part of our rescue, because she can always be counted on," stressed Teresa Conrad, president and founder of the organization. "We can't thank her enough for her hard work and her labor of love helping the cats. She indeed is making a difference."

Kris has fostered and helped find forever homes for dozens of cats and kittens through Conrad Strays. Any given Saturday she can be found at the local PetSmart Charities Adoption Center, setting up and running the in-store adoptions. She also secures ads and articles in the local papers to educate the public on the importance of rescue work. "So many people here do not know that there is a cage-less, no-kill rescue group available. It's also vital to me that I help educate the public on the importance of spaying and neutering," said Kris.

Kris not only helps Conrad Strays, she also takes the time to bring a variety of her own pets to schools and daycares. She teaches children the importance of responsible pet ownership and treating animals with kindness.

"I am, of course, very happy about the honor," said Kristen of being named a Lifesaving Volunteer. "But we are not a big group, and I am most excited about the \$500 grant that comes along with it.

"We are so thrilled because it will help further our rescue efforts." 🐾

Send Flowers for Mother's Day...Help Save Homeless Pets

Doesn't that special mom in your life deserve a bouquet of flowers this May 13? By choosing the PetSmart Charities Flower Club you'll do more than honor her devotion—you'll help save the lives of homeless pets in your community. That's because PetSmart Charities receives 10 percent of every floral order. Funds raised will help animal welfare agencies around the country. So celebrate that mom on her special day! Place your order at www.petSMARTcharities.flowerclub.com, or call 800-965-2448 and mention code DCOPET. 🐾



Calendar of Events

At your local PetSmart store

June and July

Help Cats Find Happy Homes
Mars Pet Care in-store fundraiser (U.S.)

August

Just A Buck, Change Their Luck
In-store fundraiser, U.S. and Canadian stores

We Look Forward to Seeing You at the Following Conferences

May 6-7

Canadian Federation of Humane Societies, 2007 Leadership Summit, Toronto, Ontario, Canada
Kit Jenkins workshop: *Stress, Burnout and Compassion Fatigue*

May 9-12

HSUS Animal Care Expo 2007, Dallas, TX
Kit Jenkins workshop: *Building & Meeting Goals as an Organization*

May 31-June 2

NACA Training Conference, Cincinnati, OH
Kit Jenkins workshops: *Cats as Individuals* and *Reducing Stress for Cats in Your Care*

June 4-6

Illinois Animal Welfare Federation – Prairie States Animal Welfare Conference Springfield, IL
Kit Jenkins workshops: *Cats as Individuals* and *Reducing Stress for the Pets in Your Care*

New Webinar

We'll be presenting our first-ever Online Animal Welfare Conference in June. This conference will consist of two days of live and recorded webinars. Day one will focus on fundraising and day two will focus on operations. We will also have an online "community" in conjunction with this conference. Attendees will be able to network with other participants, share documents and participate on discussion boards before and after each session. Here you can continue conversations with other attendees or ask additional questions of the presenters.

PetSmart Charities will also be offering a robust online grant writing course, consisting of nine webinar sessions spaced out over several weeks. The course will

take you from refining your funding need and conducting research to submission of a full grant application, and reporting the results one year later.

To receive e-mail notification as these sessions are opened up for registration, be sure to sign up for our webinar notifications. To have your name included on this list, just send an e-mail to pciprograms@ssg.petSMART.com, and ask to be placed on the webinar notification list. 🐾



PETSMART
Charities

19601 North 27th Avenue
Phoenix, AZ 85027



Charity Navigator designates PetSmart Charities as a Four Star charity, its highest ranking for efficient use of donations. (www.charitynavigator.org)