



PETSMART Charities Quarterly

News for and about our animal welfare partners Spring 2008

Together We
Save Lives

Adoptions through
PetSmart Charities®
Adoption Centers
as of
April 15, 2008

3,329, 305

PetSmart Charities Steps Up to Help Wrangle Pet Overpopulation in the Lone Star State

No one in animal welfare disputes this: There's still too much euthanasia.

In 2006, PetSmart Charities examined the top 20 metropolitan areas in the United States. Intake and euthanasia numbers were collected, along with population and demographic data. From this research, cities in need of additional resources for spay/neuter were identified, and PetSmart Charities developed a crucial initiative targeted to the four largest cities in Texas – Houston, Dallas, San Antonio and Austin.

Animal welfare workers in Texas are as dedicated and diligent as one will find anywhere across the continent. Yet despite agencies' increased efforts for spay/neuter, TNR and adoptions, the tide of stray, feral and abandoned pets entering shelters in the Lone Star state remains high. This translated into soaring euthanasia rates and broken hearts.

As a result, in fall 2007, PetSmart Charities announced its pledge of \$5 million over five years to help animal welfare organizations increase spay/neuter in these Texas communities.

For more information on this and PetSmart Charities' other spay/neuter initiatives, visit <http://www.petsmartcharities.org/programs/spay-neuter.php>.

From 2006 to 2010, PetSmart Charities is partnering with animal welfare agencies in Austin, Dallas, Houston and San Antonio to build or expand several high-quality, high-volume, low-cost spay/neuter clinics and provide support for several other existing clinics, including one exclusively for feral cats.

The goal of the PetSmart Charities Texas spay/neuter initiative is to increase the investment in Texas to \$10 million by leveraging an equal level of support from private donors, corporations and other foundations.

"Our \$5 million pledge is just the beginning," said Susana Della Maddalena, Executive Director of PetSmart Charities. "We welcome new partners who share a vision of a Texas where every adoptable pet finds a lifelong, loving home."

At the end of the five-year term, it is expected that more than 500,000 surgeries will have been performed as a result of this initiative. Hopes are that this should significantly reduce shelter intake by 2010, easing the burden for the hard-working animal people of Texas. 🐾

Emergency Relief in North Carolina

In February, the North Carolina State Department of Agriculture shut down an animal shelter in Hendersonville, North Carolina. It was once home to more than 700 dogs and cats living in challenging conditions.

PetSmart Charities participated in "Operation Move Out" by dispatching volunteers and its Emergency Relief Waggin®. The 53-foot trailer arrived stocked with enough food, crates, beds, litter, tents, generators and other items to support up to 500 pets. "It's like a disaster wagon!" said Department of Agriculture spokeswoman Jen Nixon. "Any supply you can think of, they have in the

truck." PetSmart Charities also provided \$3,000 worth of cat beds and toys for the cats and dogs.

Fortunately, the dogs and cats left at the shelter have a bright future. They were cared for and evaluated, moved safely and adopted, thanks to efforts and cooperation of several animal welfare groups.

PetSmart Charities provides immediate emergency relief funding and supplies to assist pets affected by natural and man-made disasters. To learn more about PetSmart Charities emergency relief in action, visit <http://www.petsmartcharities.org/programs/ERinAction.php>. 🐾

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Spaying it Forward: Sharing successful spay/neuter marketing promotions to help animals across the country

What's wrong with this picture?



You may look at this postcard and think that it's pretty cute. It's nicely designed and gets the simple message across that there is help to fix your cats. Even better, it's in Spanish and English.

There's the slight problem... Humane Ohio's Operation FELIX spay/neuter program thought they were being culturally sensitive by printing in Spanish and English and mailed these postcards all over town. Yet they hadn't thought about the fact that they had no Spanish-speaking staff. What if someone saw this and called for an appointment? No staff could talk to them and admission forms and post-operative instructions were not printed in Spanish, either.

Worse yet, when they looked at their community demographics after mailing the postcard, they realized that they didn't have a large Spanish-speaking population!

How many times have you had a great marketing idea that didn't quite go as planned? It's important to know who you are targeting and why.

Now you can make use of successful spay/neuter marketing materials that have worked in other communities! PetSmart Charities® has funded a page on Humane Alliance's Web site that shares top spay/neuter promotions in print, radio and TV from across the country. As a mentor to hundreds of groups across the country opening high-volume clinics and a promoter of best practices, their site (www.humanealliance.org) was a perfect choice to share these ideas.

There are samples geared toward Labs and pit bulls (frequently the top breeds in shelters nationwide), general promotional materials, sample fundraisers and appeals, and cat specials. A brief description of the promotion is provided, as well as artwork samples.

Better yet – the groups who developed them are willing to share the artwork so you don't have to reinvent the wheel! Here are two samples of what you will find, including a successful promotion from Humane Ohio, which learned from its previous mistake:

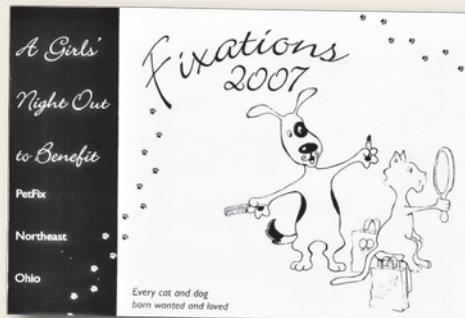


Beat the Heat Humane Ohio

This \$20 special is geared toward spaying female cats before the spring heat (and their first heat!). Humane Ohio holds this promotion in March to get a jump on kitten season. Humane Ohio received 1,000 calls and performed 220 surgeries in one month. Surveys showed most people heard through the flyers handed out at check-out registers at a local store and the ad in the classifieds. This flyer design is available for use.

Fixations PetFix North East Ohio

Fixations is an evening of personal pampering for humans featuring mini-makeovers, consultations, massages and shopping. Local shelter dogs get into the act by receiving makeovers too! This event brings an entirely new audience to spay/neuter by offering a popular fashion and beauty event presented by respected vendors (Nordstrom and John Robert's Spa). The spay/neuter message is evident throughout the evening, but this is primarily a fundraiser to subsidize the cost of spay/neuter for those in need using PetFix's mobile van. In 2007 PetFix hosted 65 people for the event and netted \$21,000. This year's goal is \$26,000 by adding holistic services to broaden the base. 🐾



If you have a successful promotion you would like to share, please e-mail humanealliance@aol.com. Sharing ideas to help others is truly "spaying it forward."

If you want to learn more about how to best plan your outreach program and ensure you are reaching your target audience, don't miss the PetSmart Charities webinar recording on "Reaching People Where They Are" by Patty Finch, Ruth Steinberger and Berenice Mora. Also watch for Aimee St. Arnaud's webinar on "Who is your Audience and How Do You Motivate Them?" coming in June. Visit <http://petsmartcharities.webex.com> for more information.

Riverside County Department of Animal Services Adapts Promotora Model of Outreach *This is the third and final part in a series of articles on working with low-income publics.*

Each economic class in America has its unique strengths and challenges. Employing a "one size fits all" method to community outreach often spells doom for those with even the best intentions.

That's what Renee Poselski, Humane Education Chief with Riverside County Department of Animal Services (DAS) in California, wanted to avoid. The department had already identified a community in an unincorporated area of the county for a spay/neuter campaign. Now, how best to get this lifesaving message across?

The Promotora Model of Community Outreach

Originally utilized in California in the 1980s by organizations working in AIDS/HIV prevention, Renee and her staff used the promotora model of community outreach to promote humane services.

"The promotora model works well in immigrant, low-income communities that speak another language in the home," Renee explains. "People are recruited from the community, trained to deliver a particular message or service, and are asked to educate their peers."

By definition, a promotora is a Hispanic Community outreach worker, but other communities can be identified which also respond positively to one-on-one peer interactions.

A key component to this model's success is that the promotoras are members of the communities with which they liaise. They speak the same language, come from the same neighborhood and share many of the same life experiences with the community members they serve.

Getting to work

Armed with a PetSmart Charities® grant for \$32,000 to cover the cost of a community services assistant, 40 surgical packs, surgical towels and printing costs for pre- and post-operative instructions, Riverside DAS got to work to bring spay/neuter to the community.

One vital step was finding the promotoras. "We partnered with a local non-government organization, the Center for Community Action and Environmental Justice, which had been very successful

using promotoras to promote community advocacy," Renee explained. "We used their promotoras to disseminate information and conduct our survey in the community."

Then they created basic communications materials and translated them into Spanish, the main language spoken in their target community. The materials focused on spay/neuter and other local laws, such as a new tethering ordinance.

Next they actively recruited bilingual staff who could answer calls and requests for services generated by the increased activity in the community. Riverside DAS approached local community resource boards, who agreed to send out flyers with their mailers – all they had to do was supply the flyers.

The department held events, dubbed the "Healthy Pet Zone," in the community. Riverside DAS brought its spay/neuter mobile clinic, the ANSWER, to each event.

For the first event, they vaccinated 48 animals from the community and performed eight spay/neuter surgeries.

"The numbers were not large, but what was phenomenal was the unexpected response of the community members who came for their vaccinations with unaltered dogs. Out of 48 animals vaccinated, 31 were not spayed or neutered," Renee related. "We were able to sign up 29 animals out of the 31 to come back for spay/neuter surgery at our next event a few weeks later."

During subsequent events, the trend continued. Community members willingly signed up for spay/neuter vouchers and brought friends and family members to sign up as well.

"During the first six weeks of the Healthy Pet Zone implementation, we signed up almost 200 people for spay/neuter," Renee said. "Our goal for the year is to accomplish 2,500 surgeries as a result of our outreach to the community."

Lessons Learned

What did Renee and the Riverside DAS take away from using the promotora model for this community outreach effort?

"You need to get to know the community, tailor your services to meet the needs of the community, and collaborate with other agencies to leverage resources," Renee said.

Be careful of myths, too. "Anecdotal evidence suggests that in dealing with the Hispanic community, men do not want to neuter their dogs because it is a status symbol or extension of their own macho attitude," Renee explained. "But what we found after doing our community needs assessment was that this really had little impact on whether the majority of the population wanted to neuter their dogs."

What was of concern to this community was the cost of spay/neuter. By providing no-cost spay/neuter and utilizing promotoras to communicate its availability, "Our Healthy Pet Zone events with spay/neuter have been overwhelmingly successful!" Renee exclaimed. "More than 90 percent of intact animals coming to get their vaccinations and clear violations are being scheduled for their spay/neuter surgeries and are completing the procedure."

Renee also suggested groups work with their local public health agency. "Help them see how public health is affected both positively and negatively by the presence of companion animals in our communities. Use a science-based method to assess the needs of the community and track your efforts."

Different communities require different approaches. Work with the community you want to reach. In this Riverside community, promotoras helped communicate the necessity and availability of spay/neuter to a community that may not have listened using a different approach. 🐾



▲ Tyson, a 115-pound Rottweiler, showed up at the first Healthy Pet Zone event with his pet parent. Riverside County Department of Animal Services staff were able to schedule his surgery and he was neutered within a week!

After Phenomenal Gulf Coast Success, Spay/Neuter Funding is Still Available for Greater New Orleans

On the heels of Hurricane Katrina's devastation, a partnership was forged with lofty goals – mainly, get the pets in the Gulf Coast region the spay/neuter surgeries they so desperately needed.

The Gulf Coast Spay/Neuter Project includes PetSmart Charities PetSmart Charities, the American Society for the Prevention of Cruelty to Animals, the Humane Society of the United States, United Animal Nations and International Fund for Animal Welfare. They partnered in 2006 to help reduce pet overpopulation in the area. Thankfully, there is much success to report!

Yet more needs to be done, and the grant money is still available to do it. The Gulf Coast Spay/Neuter Project is excited to announce that additional spay/neuter funding is available to groups operating in the New Orleans metropolitan area.

The success so far

The Gulf Coast Spay/Neuter Project was the first time five national organizations have come together in one joint spay/neuter project. By the project's completion, \$3.1 million will have been funded to the Gulf Coast region to reduce pet overpopulation. PetSmart Charities gave their single largest grant ever at that time to this spay/neuter project, with \$1.3 million.

More than 31,000 spay/neuter surgeries were performed in the project's first year, exceeding expectations. As of November 2007, a total of 42,510 surgeries have been performed. Highlights include:

- A high-volume spay/neuter clinic opening in Gulfport, Mississippi, which was hard hit by the hurricane. It is routinely booked for several weeks in advance, showing that the demand is there.

- The Mississippi SPAN voucher program almost doubled its goal by delivering 7,451 surgeries.
- The MS SPAN voucher program increased veterinary participation from 36 to 78.
- The Louisiana voucher program performed 8,244 surgeries and found great support from local veterinarians and groups.
- Veterinarians gained experience and understanding of high-quality, high-volume spay/neuter techniques.

Money still available

Applications are now being accepted for spay/neuter funding in greater New Orleans, which for this project comprises Jefferson, Orleans, St. Bernard and Plaquemines parishes. Grants will be dispersed through PetSmart Charities.

Funding is split between two categories: One is for subsidies with a focus on owned animals and feral cats in metropolitan New Orleans, and the second is to establish a high-volume spay/neuter clinic in the area.

These grants are open-ended, with no deadlines, and applications are accepted anytime throughout the year. Due to the special nature of this particular funding project, grant guidelines and applications are not available online. Contact PetSmart Charities Program Manager Aimee St. Arnaud at astarnaud@petsmartcharities.org for guidelines and an application. Funds will be granted over two years until they are exhausted.

The funding partners of the Gulf Coast Spay/Neuter Project are exhilarated and hopeful – together, we can continue to decrease the unwanted dog and cat population! 🐾

Coast Spay/Neuter Project: The Number So Far*

- Surgeries on the LA-SPCA mobile van: 894 (from October 2007 through February 2008)
- Humane Society of South Mississippi surgeries: 19,437
- Big Fix Rig surgeries: 8,920
- Voucher surgeries: 7,451 in MS and 8,244 in LA

* 42,510 total surgeries



Susana Della Maddalena
Executive Director
sdellamaddalena@petsmartcharities.org

Monica Neal
Director of Charitable Giving and Programs
mneal@petsmartcharities.org

Megan Krause
Newsletter Editor
mkrause@petsmartcharities.org

For state grants

Patty Finch
Manager of Grants and Research
pfinch@petsmartcharities.org

Jeannine Alexander
Program Manager
jalexander@petsmartcharities.org

Brenda Najera
Administrative Assistant
bnajera@petsmartcharities.org

For emergency relief information:

Barbara Fought
Manager of Emergency Grants
bafought@petsmartcharities.org

For conference sponsorships and Adoption Rewards:

Kit Jenkins
Program Manager
kjenkins@petsmartcharities.org

For spay/neuter capacity-building grants:

Carol Moulton (western U.S.)
Program Manager
cmoulton@petsmartcharities.org

Aimee St. Arnaud (eastern U.S.)
Program Manager
astarnaud@petsmartcharities.org

For webinar/blog information:

Robin Mason
Technology and Education Manager
rmason@petsmartcharities.org

Suzy Hayton
Administrative Assistant
shayton@petsmartcharities.org

For the In-Store Adoptions program:

Julie Schmaltz
Adoptions
Operations Manager
jschmaltz@ssg.petsmart.com

Anita Garcia
Manager of Adoptions
agarcia@ssg.petsmart.com

Mindy Sather
Adoptions Facilitator
msather@ssg.petsmart.com

For Rescue Waggin' information:

Carol Moulton
Program Manager
cmoulton@petsmartcharities.org



▲ The Big Fix Rig mobile spay/neuter clinic can sterilize up to 150 cats in one day.

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 Web site at www.petsmartcharities.org.



▲ Sean Ardaiz

Sean Ardaiz

Maricopa County Animal Care & Control
Phoenix, Arizona

Sean Ardaiz came to Maricopa County Animal Care & Control (MCACC) in Arizona armed with an extensive background in computer graphics and a passion for saving homeless animals.

He started by photographing the shelter's dogs and designing collages of the animals that were going off-site to mobile adoption events. Initially, he wanted to

advertise the dogs and also hoped adopters would buy the artwork as mementos and fundraisers.

"Sean soon discovered that these collages could be of much more use in the shelter, where a number of dogs were being overlooked," said Erin Maupin, volunteer manager at MCACC. "We began printing the collages in color and laminating them to put on kennels of timid or overlooked dogs. The collages have worked to bring more attention to these guys and get them adopted!"

In addition to his graphic design and advertising skills, Sean pitches in and does just about "anything" the shelter needs. He walks the dogs, takes and posts their photos online, and helps match them with families looking to adopt.

"He continually brings us new ideas on how to better advertise adoptions," Erin said. "He dares to try new things that make the difference for these animals."

Sean's compassion is his driving force. "These dogs are truly innocent and don't deserve their current circumstances," he said. "I feel like it's up to all of us to try and make their situation better. We cannot just close our eyes and hope they will go away, because they won't."

To know that he is one of those making a difference gives him incomparable joy. "There's no better feeling," he said simply, "than volunteering to help these animals. Every day I can help one get adopted or just take their pictures, I get that same satisfaction." 🐾

Sandy Fleischer

Maryland SPCA
Baltimore, Maryland

Sandy Fleischer is adamant: She is just one of numerous volunteers at Maryland SPCA who have earned the title, "lifesaving."

"There are so many amazing volunteers who help save lives," she said. "Animals are so helpless; they can't survive without us. So if it's taking dogs for walk, showing animals to prospective parents, just sitting in the kennel and petting them or even helping catch up on our never-ending piles of laundry, I am happy to do it."

Since 2003, Sandy has dedicated her time to helping the MD SPCA and its animals. She devotes her energy to many different areas – where she is needed the most.

"She socializes dogs, shows them to adopters, and walks and trains them while they are in our adoption center," said Katie Flory, volunteer manager. "She also helps with many outreach and fundraising events throughout the year."

Sandy is also active in the group's foster program, bringing home young or abandoned kittens. "Sometimes it looks like I'm caring for a circus," she laughed, "with all of the bouncing, swinging, chasing and pouncing!"

Fostering the kittens has enabled Sandy to provide potential adopters with great personality profiles on each animal, so vital to finding the little ones their forever homes.

At the end of the day, Sandy gets immense satisfaction from knowing that she has made a difference in these animals' lives.

"Whether it's spending time at the shelter or fostering kittens at home, it all really helps me keep things in perspective," Sandy said. "It's a wonderful feeling to focus on something that truly relies on me to survive... they trust me to be their parent."

"Just looking in their eyes makes me happy." 🐾



▲ Sandy Fleischer

Does Your Web site Link to Ours?

PetSmart Charities redesigned its Web site two years ago and moved the whole "kit and caboodle" onto a new server. As a result, if you have a link from your Web site to a particular page on (the now former) PetSmart Charities Web site, 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 Web site, please contact mkrause@petsmartcharities.org for more information on our partner Web logo. 🐾

Calendar of Events

At your local PetSmart store

May

Help PetSmart Charities® and Fresh Step® Save Homeless Cats

Your purchase of a 25-pound bonus bag of Fresh Step cat litter will generate a \$1 donation to PetSmart Charities, for a maximum donation of \$75,000, to help kittens and cats find lifelong, loving homes.

June

WHISKAS® Happy Homes

When you purchase WHISKAS PURRFECTLY™, a donation of 30 cents for each 3-ounce pouch and \$1 for every 10-count multi-pack is made to PetSmart Charities to support cat adoptions across America.

July 1 – July 28

PEDIGREE® and PetSmart Charities® Rescue Waggin'

PEDIGREE® is partnering with PetSmart Charities to raise funds to support the Rescue Waggin' program, our unique pet transport system that moves dogs from overpopulated areas to communities where adoptable dogs are in demand. For every \$25 purchase of PEDIGREE pet food in July, PEDIGREE will donate \$5 to PetSmart Charities, to a maximum of \$150,000.

Conferences

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

May 4

Canadian Federation of Humane Societies Annual Conference, Fredericton, New Brunswick

May 14-17

Humane Society of the United States Expo, Orlando, FL

June 2

National Conference on Animals in Disaster, Sacramento, CA

June 5

Caribbean Animal Welfare Conference, Santa Domingo, Dominican Republic
National Animal Control Association Annual Conference, Spokane, WA

June 9

Prairie States Animal Welfare Conference, Rockford, IL

July 1

Texas Animal Shelter Coalition, Fort Worth, TX



◀ Volunteers unload supplies off the Emergency Relief Waggin' to help with "Operation Move Out." (see cover story)

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Charities

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

Webinars

Over the past few months, PetSmart Charities has held some very popular webinars. Registration for both "Grant Funding from PetSmart Charities" and "Time to Milk the Kittens: Kitten Care for Animal Welfare Groups and Foster Parents" filled up almost immediately.

If you weren't able to attend the sessions, you can still benefit from the information the presenters spoke about during these webinars. The recordings for both of these sessions are available by visiting our blog at www.petsmartcharitiesblog.org/webinars. Scroll down the page and look for the webinar along the left side of the screen.

If you have any trouble accessing the recordings, or would like more information about webinars, please feel free to e-mail us at pciprograms@ssg.petsmart.com.

Here's what people are saying about these webinars:

"Thank you so much. I wish this seminar had been available when we started fostering! Great info!"

– Lorene Turner, Saskatoon SPCA, Saskatchewan

"Thanks for another great session – lots of really good and practical information!"

– Esther Attard,

Toronto Animal Services, Ontario

