



▲ The Aukamp family adopted the three millionth pet.

Together We Save Lives

Adoptions through
PetSmart Charities®
Adoption Centers
as of
August 5, 2007

3,069,132

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PETSMART Charities Quarterly

News for and about our animal welfare partners Summer 2007

PetSmart Charities and Partners Celebrate 3 Million Pet Adoptions

On Saturday, June 23 we celebrated the three millionth in-store pet adoption with Winchester, a two-year-old, black male border collie. Winchester was up for adoption by the Colorado Humane Society at the Littleton, Colorado, PetSmart store. The stray pup's fate changed on June 11 when Kristi Aukamp and her three-year-old daughter Lily were searching for a new family dog, and he smartly walked up and laid his head in Kristi's lap. She was hooked. Later that day, they took Winchester home to meet the rest of the Aukamp family: father Mike, 11-year-old Kenna and 8-year-old Jackson.

"We were looking for a short-haired dog, but when we met him we just knew. He is so sweet, you have to meet him, so mellow, sweet and loving," said Kristi.

With his jet back coat and polka-dot socks, Winchester patiently laid on the floor during the three millionth adoption celebration in Littleton as presentations were made by PetSmart and PetSmart Charities executives. The family received a lifetime supply of training, grooming, food, and PetsHotel or Doggie Day Camp stays for Winchester. In addition, Winchester received his very own bone-shaped cake to enjoy along with a one-year optimum wellness plan from Banfield, the Vet Hospital.

Taken completely by surprise, Colorado Humane Society Executive Director Mary Warren also accepted a \$3,000 stipend from PetSmart Charities for her organization's part in facilitating the momentous adoption.

Yet amidst all the fanfare and celebration, we should all pause and reflect on the meaning of this achievement. What are three million pet adoptions? What do they look like? Feel like? What kind

of an impact does this number have on pet overpopulation across the U.S. and Canada? Or better yet, what impact does it have on each one of those homeless pets?

We know that an estimated three to four million animals are euthanized each year simply because there isn't a loving home for them. Thus, what took PetSmart Charities and its thousands of adoption partners 13 years to achieve, can still be wiped out in a single year.

Given that reality, are we making a difference? Collectively we can confidently say, "yes, we are." The in-store adoption program helps local agencies save more lives in several ways. For some groups, the store site is their only public adoption space. For others, it is an additional high-traffic outlet for making more matches. In addition, housing cats at a store seven days a week frees up space in the shelter or foster network.

Support from PetSmart Charities to adoption partners also helps sustain their work. Adoption rewards have been enhanced; PetSmart Charities provides adoption partners \$10 per pet that has been sterilized prior to being adopted and \$15 per pet if a post-adoption retention program is in place. This rewards program can help partially offset the costs of animal care for the organization.

The benefits of becoming an adoption partner are many, but Mary Warren may have said it best when she described the trust her organization has with PetSmart Store Manager Belinda Kasper, "It's not real hard to take them from our arms and put them in hers." 🐾

To become a PetSmart Charities Adoption Partner, simply contact your local PetSmart store manager and request an adoption partner application.

Great Expectations for Great Plains States

Eyes wide with excitement and tails wagging, the seven sibling Samoyed puppies were loaded one by one onto the Great Plains transport vehicle, the newest addition to the Rescue Waggin' program, for a lifesaving ride. Just eight weeks old, Kato, Bindy, Nakotah, Nanook, Kaya, Yuno and Taku were carefully handed to Sr. Animal Transport Coordinator Kait Beamer, who ensured they were secure and comfortable for the ride ahead.

Seventeen dogs made the maiden voyage on the new Great Plains Rescue Waggin' route. Welcomed warmly by the Boulder Valley Humane Society, the Samoyeds were all adopted within two days by an enthusiastic Colorado community. The other 10 canine passengers found homes shortly thereafter.

The Great Plains route is projected to save the lives of 2,000 dogs this year and reach 3,500 dogs per year in 2008. When combined with existing routes in the Midwest and Northwest, the annual number of dogs transported by the Rescue Waggin' will soon reach 10,000. With plans to add one new route per year, we hope to save more dogs with each passing year.

As the Rescue Waggin' program has expanded in scope and transport numbers, so has interest from animal welfare agencies across the country. We regularly receive calls and e-mails from shelters asking how they can "get on the waggin'." Our vision is to one day make this a national program that blankets the U.S. from coast to coast and border to border.

PetSmart Charities appreciates the generous support of our program sponsors Nutro, Inc., Bramton, and Central Garden and Pet. Their belief in our mission has made it possible to continue to provide spay/neuter and shelter enhancement assistance to our partners and ensure a better future for homeless dogs.

For the latest information and maps for Rescue Waggin' routes, visit www.petsmartcharities.org and click on Programs/Rescue Waggin'.

If you are interested in becoming a partner agency for this program, please visit www.humanestrategies.org.



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.



▲
Benay Mugmon

Benay Mugmon
Long Beach Humane Society
Long Beach, New York

Benay Mugmon has been volunteering with the Long Beach Humane Society for six years. "She gives those animals her all," said Carol Meyer, the agency's executive director. "She

is in her 60's but she is here with us five or six days a week, taking care of 40-plus cats and kittens."

"I kiss them and tell them they are loved," Benay said. "Even the sick ones need to be held and loved."

No job is beyond Benay's reach, she cleans every litter pan, ensures each animal has plenty of food and water and gives them medication. "Benay never closes early, if another volunteer can't make a shift, Benay is there to cover it," Carol said.

She is diligent in checking out every adoptive family before adoption; then Benay calls them days later to check on them; then calls them months later to check again.

If an animal needs medical attention, Benay will make sure personally that animal gets to the vet immediately, day or night.

"If you believe an animal knows whether they are in the arms of someone trusting, then let the animals speak for themselves," Carol said. "Every single crying kitten or hurt cat that Benay picks up always settles into her loving arms." 🐾

Pam Crump
Humane Society of Northeast Texas
Longview, Texas



▲
Pam Crump

Pam Crump has had a passion for animals all her life. When she decided last year to take a couple of dog grooming courses at a local college, it wasn't with the intention of starting a new career. Pam's purpose was to help the shelter pets of the Humane Society of Northeast Texas get adopted by making them look their best.

"The unconditional love you get from a pet is hard to find anywhere else," said Pam, as she brushed out the mats on one of the shelter's furry friends. "I'd take all of these shelter dogs home if I could, but I know it wouldn't be fair unless I could give each one of them the love and attention they deserve."

Pam enjoys getting creative and using her newly acquired grooming skills to make the shelter's dogs look and feel better. Some of the transformations have been truly amazing and almost all of the dogs she has groomed get adopted within days of receiving Pam's special touch.

"Pam has a great talent for seeing beyond the shaggy, dirty coats some of these dogs have lived with for years and creating polished dogs after a couple of hours," said Roxanne Hutson, the shelter's executive director. "She's a wonderful volunteer – so dedicated and hardworking. She definitely makes a difference in helping these cuties find homes." 🐾



Golf Classic Gives Groups More Support

This year's Fourth Annual Golf Classic and Desert Adventure was a huge success. We surpassed our goal and raised \$1.28 million, with 135 corporate sponsors. Funds raised will go to support animal welfare agency programs across the U.S. and Canada. A total of \$183,080 raised from the live and silent auctions will be earmarked specifically for future emergency relief. Thank you to those who participated and helped us make this a successful event! 🐾

Grant Success Story

Top-Notch Feral Cat Clinic Shares Its Secrets

Ten years ago, Dr. Christine Wilford, DVM and a handful of dedicated volunteers decided that they would "take on" cat overpopulation by providing a free spay/neuter clinic for free-roaming cats. This motivated group grew their plan, and 10 years later, the Feral Cat Spay/Neuter Project of Seattle, Washington, has completed their 30,000th cat spay/neuter surgery. In 2006, the Feral Cat Spay/Neuter Project (FCSNP) received a grant from PetSmart Charities enabling them to develop an interactive website. This professionally designed website provides the tools for similar organizations to replicate this successful clinic model:

- Anyone wishing to implement a feral cat spay/neuter program will be able to use the detailed references this website provides. They introduce the novice to the basic concept in "How to Run a Clinic."
- This is followed by the detailed steps of "Flow of the Clinic" for the novice to begin planning, and for the more experienced to look at alternatives to make their current procedures more efficient.
- Policies and procedures may seem arbitrary to clients and staff. Not with the Feral Cat Spay/Neuter Project. They have a pop-up window that explains, "Why We Do It That Way."
- Poor record-keeping concerning controlled substances can cause a clinic and veterinarian to lose their licenses. For this reason alone, accurate drug logs are a must in a high-volume spay/neuter clinic. Directions to maintain and reconcile drug logs are found in the "Procedures" pages.
- Policies and forms examples are provided so that the newly created organization can modify these for their own use.
- So you haven't a clue where to buy a squeeze cage? The "Equipment and Supplies" pages list required and optional equipment, including FCSNP's opinion on which models are best.
- The "Veterinarian's Handbook" is an excellent tool to turn the private practice veterinarian into a high-quality feral clinic surgeon, with professional explanations of pediatric surgery and protocols unique to the feral cat clinic.
- Finally, the site offers a "Resource" section with a video and photo library, printable documents and professional journal articles.

With the launch of this interactive clinic model, feral cat organizations planning to get into the business of spay/neuter can read, watch, learn and then do without spending time and resources in reinventing the wheel. FCSNP has fine-tuned the process of high-volume feral cat surgeries, which gives this mentoring project the credibility that PetSmart Charities recognizes as invaluable to the animal welfare community.

PetSmart Charities encourages mentoring projects so that the expertise of practitioners such as FCSNP's Board President, Dr. Christine Wilford, and Executive Director, Julie White, can be shared in a format that is freely accessible to even the smallest organization making a difference in the lives of animals. 🐾



"We cannot think of a better milestone for our 10th year than being able to mentor others to replicate our clinic model in their communities."

—Julie White
Executive Director, FCSNP

Your organization could be featured here! With support from a PetSmart Charities grant, thousands of agency partners provide lifesaving programs and services to help homeless pets in their communities. We want to help celebrate your success. If selected, your organization will earn 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 also now available under the Animal Welfare Agencies section on our website at www.petsmartcharities.org.



Chad and Dewar.

Dewar Drives Devotion for Homeless Pets

As partners in the world of animal welfare, we are fortunate to hear the heart-warming tales of devotion between pets and people.

This is one of them. It is the story of a six-year-old female black Lab named Dewar and the staff of the PetSmart PetsHotel in Greenville, SC.

Full of personality and charm, fun-loving Dewar was a regular customer at this PetsHotel, managed by Joy Kerby. Pet parents Kathy and Chad Nemecek brought her in about once a month. Dewar also had severe epilepsy. Despite daily medication, like clockwork, Dewar had seizures every four weeks.

"We would plan our trips around her schedule to make sure we never had to leave her when we knew she would probably seize," Kathy recalled.

In November 2006, with the expectation that Dewar would not seize for another two weeks, the Nemecek family packed up for a trip three hours away, and off Dewar went to her home-away-from home. It was then, at the PetsHotel, that Dewar's seizures returned – clusters of them, worse than ever.

Manager Joy rushed in on her day off to take Dewar to the emergency vet. At the PetsHotel she found staffer Melissa sitting in Dewar's room, stroking and comforting her through every convulsion. En route to the vet, co-worker Carolyn held Dewar's head in her lap, gently talking to the frightened animal. Joy stayed with Dewar for three hours, until her pet parent Kathy could get there.

Recalled Joy, "When I got the call that Dewar was having seizure after seizure, it was never a question of whether I was scheduled to work that day or not. I didn't need to be there – I wanted to be there. She was part of our hotel family. We all loved her."

"The staff at this PetsHotel could not have been more loving to our beloved Dewar if she had been theirs," Kathy exclaimed. "They were so wonderful to her."



Staff of the PetSmart PetsHotel in Greenville, South Carolina.

But the news wasn't good. Dewar had experienced 14 seizures that left her temporarily blind and paralyzed. The disease had progressed so quickly that the vet told Kathy that Dewar would likely not survive another string of seizures.

Dewar had a reservation to come back to her PetsHotel the following month. Surely, Kathy thought, after this latest onslaught, Dewar couldn't go back... Surely, the staff didn't want to be responsible for Dewar now.

Kathy went to Joy and explained what the vet said, and told her she understood completely if Joy and her staff couldn't board Dewar anymore.

"I told Kathy that if Dewar couldn't be at home when a seizure happened, I wouldn't want her to be anywhere else but with us," Joy said. "We don't just provide pets with a place to stay; we give them a foster family."


A month later Dewar bounded into the PetsHotel, as comfortable and content as if she were home. She and the staff enjoyed a seizure-free, boisterous good time.

Shortly after that visit, Kathy came into the PetsHotel without Dewar. "She never even had to say it," Joy remembered sadly. "We just hugged and cried in the lobby together."

"Our team at the PetsHotel wanted to do something for Dewar and her parents," Joy explained. "What better way to commemorate her life than to help other pets find loving homes, to give them the opportunity to touch lives as Dewar had."

So the staff of PetsHotel took up a collection among themselves. In January of this year, they donated \$65 to PetSmart Charities in memory of Dewar.

"We often receive cards or money from pet parents who want to thank us," Joy said. "In the past we had used the money to order in lunch for the staff as a special treat." But then staff came up with a better idea: They would save their tip money and donate it to PetSmart Charities any time they lost one of "their" pets. So now, every dime of tip money gets plunked in a jar, and when the day comes that they lose another PetsHotel family member, they will send that money 3,000 miles away to Phoenix, Arizona.

We at PetSmart Charities will take that money and strive to ensure that every pet gets what Dewar had – a lifelong, loving home. 

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: *Connecting with Adopters Through Online Listings*

Challenge: Thousands of potential adopters surf the web every day, and they're searching through millions of pet listings. Your pets can easily get lost in the masses. How can you make the most of this valuable adoption tool – the online adoption search?

Solution: With a little extra effort, you can optimize this opportunity to draw the attention of adopters. The key elements for successful adoption marketing online? Accurate physical descriptions, good photos and intriguing (and honest) personality profiles.


Catching An Adopter's Attention

- Capture accurate descriptions – Most searches are done by species, by size or breed type, then by age, and often by gender. Vague or incomplete descriptions ("DSH Blk M") will be weeded out; it's hard to picture them as potential family members.
- Note the individual – Is there anything that sets this pet apart from the others – unusual markings, extra-cute ears, odd-colored eyes, a kink in the tail? Little details can help draw attention to this pet and pique the interest of a potential adopter.
- Photos with purpose – Head-and-shoulder shots are best to show off the character of each pet. Avoid shooting through a kennel gate, and help the pet feel comfortable for the best portrait. Frightened or overstimulated pets don't photograph well.
- Personality profiles – Do you have any history on the pet, including likes and dislikes? Have you observed any special talents like a "talking terrier" bark, an enormous purr, notable tricks or skills? Be honest and transparent, but avoid the vague. It's sad to see a wonderful photo online with no information other than gender and breed type.


- Update regularly – When a pet has been adopted, either remove that listing or mark it "adopted". Post new listings as soon as you can to give each pet optimal exposure.

How To Get Started

- Use tools you already have on hand. A database or other log you use for basic recordkeeping can be used to capture the information you want to share online. The photo, description and profile can serve double duty as a kennel card.
- This makes an excellent volunteer project. Once the procedure has been developed and written up, train several people and assign tasks. The receiving desk is a great place to gather information, but photos should be taken later when the pet is more relaxed.
- Make use of the PetSmart Charities FREE educational webinars. In our archives of recorded webinars are sessions on photography for adoption marketing, cat identification tips, and basic physical exam techniques, including sexing and aging your animals. For more information, visit petsmartcharities.org/animal-welfare/webinars.

For more ideas and information, contact Kit Jenkins, Program Manager, at kjenkins@petsmartcharities.org. 

Spring Adoption Event Saves Lives

The Spring 2007 PetSmart and PetSmart Charities Annual Adoption Event was a great success! It was held May 4-6 at more than 900 PetSmart stores across North America, with our 3,400 adoption partners out in full force to save the lives of homeless pets. Together, we completed 13,889 adoptions. Thanks to everybody for your hard work! 



PetSmart Charities Staff

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Director of Marketing and Development

Sandra Macintyre
Director of Major Giving

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Juliana Warren
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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.

Just A Buck, Change Their Luck

The Canadian Spring 2007 Just A Buck, Change Their Luck campaign was held April 7-27. Thanks to the hard work of our Canadian associates and generous Canadian donors, we raised \$111,136. That is more than \$25,000 than the original goal. These funds will allow PetSmart Charities of Canada to help save the lives of homeless pets by supporting local animal welfare groups throughout Canada.

Our Fall 2007 Just A Buck campaign will be held August 18 – September 2 in all U.S. and Canadian PetSmart stores. The annual campaign raises funds for animal welfare agencies throughout the United States and Canada. The money raised supports competitive grants and adoption rewards in your community and state. This campaign's featured artist is Georg Williams. His artwork will appear on note cards, T-shirts and mouse pads. You can view more of his work at www.georgwilliams.com. 🐾



◀ Just A Buck
Fall 2007 artwork

PETSMART Charities

19601 North 27th Avenue
Phoenix, AZ 85027

Calendar of Events

At your local PetSmart store

August 18 – September 2

Just A Buck in all U.S. and Canada stores

September 1 – October 31

Cans for Canines

Buy any 24 cans of 13.2oz Pedigree® products at any PetSmart store between September 1 and October 31, 2007, and Masterfoods will donate \$5 to PetSmart Charities of the U.S. and Canada, up to \$100,000.

We Look Forward to Seeing You at the Following Conferences

September 13-16

Southern Regional Spay/Neuter Leadership Conference, Memphis, TN
Kit Jenkins workshop: *Finding and Keeping Clinic Staff*

September 17-18

Arizona State Humane Conference, Phoenix, AZ
Kit Jenkins, keynote speaker: *Why We Do What We Do*

September 21-23

Third Annual Saskatchewan Conference on Animal Welfare, Saskatoon, SK, Canada
Kit Jenkins workshops: *Reducing Cat Stress and Building Organizational Goals*

October 12-13

Building Compassionate Communities
Edmonton, Alberta, Canada
Kit Jenkins workshops: *Building Organizational Goals and Cats as Individuals*



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

Have you checked out the latest webinar recordings?

Have you taken a look at the webinar recordings lately? If you are unable to attend live sessions, the recordings are a great way to learn from our expert presenters anytime that is convenient to you. Some of the newest recordings include Panleukopenia, The "Write" Way to a Successful Direct Mail Program, and Vaccinations, just to name a few. You can visit the PetSmart Charities' Blog at <http://www.petsmartcharitiesblog.org/webinars>, to view the recordings and download a copy of the slides from the presentations. If you are interested in receiving e-mail updates as we open new webinars for registration, please send us an e-mail at pciprograms@ssg.petsmart.com.

"Your webinars are a better source of information for me than any other! Thank you!"

-Helen Jones, Rutherford County
Humane Society

