

PETSMART Charities Quarterly

News for and about our animal welfare partners.

Fall 2004

National Fall Adoption Weekend: Saving lives together

Together We Save Lives

Adoptions through
PETSMART Charities
Adoption Centers
as of Sept. 26, 2004

1,988,909



In this issue:

National Fall Adoption Weekend

Letter from Susana Della Maddalena

Once upon a time someone cared!

Ready for the holidays?

Filling the gaps:
Animal welfare data still needed

Spay/neuter day a joint success

Partnering to save lives

Lifesaving volunteer

Calendar of events

This fall, thousands of adoption partners converged at PETSMART stores across the United States and Canada with the goal of finding homes for thousands of pets. The 2004 National Fall Adoption Weekend joined PETSMART Charities, PETSMART Inc. and 1,700 adoption partners in this collaborative effort. Thanks to their hard work—and the adoptive families who opened their homes—this event was a great success.

PETSMART provided promotional support for this event. More than 1.2 million subscribers received PETSMART's on-line newsletter, *PAWSPECTIVES*, inviting them to the event. Stores had flyers for adoption partners to customize and use in their shelters and within the community. In PETSMART stores, pets also wore adorable "Adopt Me!" bandanas to encourage customers to adopt. Each new adopter received a PETSMART "Pet & Parent guide to raising a healthier, happier pet" booklet to help them become a responsible pet parent, along with coupons valued at more than \$50.

"This year's adoption event was a great success, with our adoption partners finding homes for more than 13,500 pets," said PETSMART Adoptions Manager Julie Schmaltz.

Bonus rewards for adoption partners

In addition, PETSMART Charities gave bonus rewards funding to adoption partners for every pet adopted to support their lifesaving work.

How to become an adoption partner

There are many benefits to becoming an adoption partner, including the opportunity to participate in the semi-annual adoption weekend event. By becoming an adoption partner:

- Your animals will be seen by thousands of PETSMART customers every week
- Your adoptable pets are showcased in a well-equipped, in-store PETSMART Charities Adoption Center
- Cats stay throughout the week to free up space in your shelter
- Participating adoption partners receive \$5 per animal adopted in a PETSMART store, which means you can raise money by doing what you do best—saving lives.

To explore becoming an adoption partner, visit your local PETSMART store manager and then go to www.petsmartcharities.org for the adoption partner application.



In looking back over my first year as Executive Director of PETsMART Charities, I'm reminded of John Lennon's "Imagine," a classic song that still inspires and encourages us to work together to make the world a better place.



Sue with one of her three dogs, Meg.

During this time, I've come to truly appreciate the value of collaboration as it pertains to this field. As we all know, euthanasia rates have declined significantly over the past twenty years. However, we're still not at the point where every pet can be assured a lifelong, loving home. With thousands of agencies and rescue groups around the country working toward that goal, it becomes increasingly important that we work together in our efforts so that we can use our limited resources most efficiently and maximize results.

PETsMART Charities is committed to assisting in these efforts by supporting collaborative efforts and facilitating communication and education through the convening of various groups. Recent examples of this include our new Webinars, which allow leaders in the field to share their best practices with agencies of all sizes around the country via web-based seminars.

We also recently convened a symposium of researchers, scientists and pet food manufacturers to identify where there was a need for research on topics important to the field—studies that can be funded by various organizations, with the results eventually shared for the benefit of all. We've also launched our own proactive collaborations with other organizations and foundations, such as our partnership with the ASPCA in the Imagine Humane initiative, an effort to drive community-based change in cities around the country.

Through collaborations—locally and nationally—we can imagine and achieve a better world for our animal companions.

Regards,

Susana Della Maddalena
Executive Director, PETsMART Charities

Once upon a time someone cared!

"It's the first time anyone has ever helped us," marveled the inner-city principal. She was speaking about the books the local PETsMART store manager had just delivered to all the third graders in her school. Each child received two books to keep: *A Home for Ernie*, about a lovable dog who is shuffled from home to home until one special family comes along, and *William's Story* about a homeless cat struggling to survive and the kindness of a young boy.

PETsMART Charities provided funding for 58 schools in Minnesota and Iowa to receive the books through Operation Outreach USA, a national literacy and character education program. Teachers received comprehensive teaching guides, and they gave parents bilingual guides to help extend the classroom reading experience into the home. Each classroom also gained access to an online library of 39 character-building books, focusing on kindness and responsibility to animals.

Describing her book, one third grader wrote, "This story really touched me in the way I have

never been touched. It shows me to love pets, care for them, feed, hold them and nurture them through bad times and good times."

For some children, these humane education story books may be the only books in the home, and they will be read time and time again.

If your organization is interested in funding this program to provide books for students in pre-kindergarten classes through 8th grade, visit Operation Outreach U.S.A. at www.oousa.org. Reaching the hearts and minds of teachers, students and parents through books is humane education that lasts!



PETsMART Store Manager John Hotchstatter delivers Operation Outreach books to students at Putnam Elementary School in Minneapolis, Minnesota.

Partnering to Save Lives

We love to hear from you!

Marie Sanner, Manager of Cats in Need of Human Care in Riverside, California, sent PETS^{MART} Charities this letter recently.

Dear PETS^{MART} Charities:

From the bottom of my heart, I want to thank you for the grant to spay/neuter our shelter pets prior to adoption. It is validating to have you contribute to this program to which I am totally dedicated. After fifteen years rescuing cats and dogs, and mostly funding the shelter on my own, I appreciate your interest, generosity and kindness.

I want you to know that your contribution served more than one purpose. Yes, we desperately need money, but just knowing that people have created foundations to help support animal welfare and that they feel these animals deserve an opportunity for life is very gratifying. I strongly support foundations whose goal is to save the lives of homeless pets and work very hard to help with that goal.

Again, thank you very much for your generosity.

Marie Sanner
Cats in Need



Lifesaving Volunteer Terry Huffstetler

"The first time I saw Terry working with the dogs in our shelter, I had tears in my eyes. The way she treats the dogs and the way they respond to her is truly amazing."

—Joy Stevens,
President of North Little Rock Friends of Animals

Terry Huffstetler has volunteered almost daily with the adoptable dogs in the In-Shelter Training Program she initialized two years ago at the North Little Rock Animal Shelter in Arkansas.

"It begins by evaluating temperament and behavior relating to treats, toys, playtime and overall physical handling. From there, I work with each one on basic commands, including attention, bark control, excitability and individual special needs," said Huffstetler.

Her efforts build trust and acquaintance between the dog and human, resulting in a more settled dog which is attractive for adoption and better suited for a smooth transition from shelter dog to family member. A well-behaved dog is much less likely to be returned to the shelter due to behavior problems.



Pet training is critical to a successful adoption, which is why volunteer Terry Huffstetler started the In-Shelter Training Program two years ago in Arkansas.

Besides volunteering with North Little Rock Friends of Animals, Terry is also a certified pet instructor at PETS^{MART} store 517 in North Little Rock, Arkansas.



Best Practice: A trained pet is an adoptable pet.

Send us your stories!

Have a great volunteer you'd like to see in the spotlight? Send us their story, and if it's selected for the newsletter, your group will receive a \$1,000 donation from PETS^{MART} Charities.

Send your letters, volunteer stories and photos to:

Colette Barth, PETS^{MART} Charities
19601 N. 27th Ave.
Phoenix, AZ 85027

or to cbarth@ssg.petsmart.com

Ready for the holidays?

It's not too early for adoption partners to think about the holidays, and that means planning for the Wish Tree and Santa Claws programs.

Wish Tree

- The Wish Tree Program will work the same way it did last year. Customers can donate \$1, \$5 or \$10 toward a gift card good for any products and services PETsMART sells. This helps you purchase exactly what your homeless pets need.
- One PETsMART gift card per group is issued for the total donation amount (no cash donations will be received). Tags with partner names and dollar amounts will hang on the Wish Tree in PETsMART stores. Check with your store manager to be sure that your group's name is on the list for the Wish Tree program.

Santa Claws

- Request time slots soon for Santa Claws photos with the store manager you usually partner with for adoptions. This popular program provides customers and their pets the chance to receive a photo with "Santa Claws" in PETsMART stores. Adoption partners provide volunteer photographers, Santas and helpers and receive \$5 from each photo package. Remember that contract photographers and digital photos aren't allowed.

Be sure you and the store managers know your specific group number prior to the start of the Wish Tree and Santa Claws events. Your group number must be entered on both the Wish Tree donation cards and the Santa Claws envelope to receive credit.



During the annual Santa Claws event, customers can make a donation to a local animal welfare organization in exchange for a photo of their pets with Santa. All pets are welcome!

If you don't know your group number, contact Anita Garcia at 1-800-738-1385, ext. 2884.

Let supporters know how easy it is to make a holiday donation to your group through the Wish Tree and Santa Claws programs! 🐾

Filling the gaps: Animal welfare data still needed

PETsMART Charities and Hills Pet Nutrition recently convened a group of leading veterinarians, university researchers, animal shelter leaders, pet industry executives and others to discuss gaps in current data and understanding in the world of animal welfare.

"Despite the expertise on shelter issues, there are gaps in our collective knowledge about issues like relinquishment and barriers to successful adoptions," said Sonya Butler, Shelter Program Manager of Hill's Pet Nutrition. "If we at least recognize what we don't know, we can make plans to get some answers through good research."

The 20 panelists used a high-tech brainstorming tool called the Advanced Strategy Lab to concurrently answer and

debate issues using networked laptop computers that provided instant feedback. By the end of an intense two-day session, the group identified dozens of potential areas for future research projects, with questions like these given highest priority:

- What are the key factors that lead to successful or unsuccessful human-animal bonds?
- How can we increase the number of animals adopted from shelters?
- What interventions work best to reduce relinquishment and keep animals in good homes?
- How can we increase the number of lost pets returned to their owners?
- What influences quality of life for pets, and how can that be enhanced?

"The hard work of getting answers still lies ahead," said Butler, "but now our panel has some new direction for their own research initiatives." 🐾



Panelists convened to discuss key animal welfare research issues last summer. ▶

Spay/neuter day a joint success

The crowds came early, forming lines with their pets at 6 a.m. The first mobile clinic doors swung open at 8 a.m. A vet technician came outside to invite the first pets in.

Thus began a spay/neuter day in Kayenta on the Navajo Nation in Arizona July 12-16. Mobile clinics from Arizona Humane Society, Plateauland Mobile Veterinary Clinic and Spay-Neuter Assistance Program in Texas arrived in an effort to help control pet overpopulation in this Arizona town. Additional personnel also supported this effort, including staff and volunteers from The Second Chance Center in Flagstaff, Best Friends Animal Society in Utah, the Navajo Nation Puppy Adoption Program, the Navajo Nation Veterinary and Livestock Program and Desert Animal Companions. Local rescue volunteers and PETsMART Charities staff also participated.



Robin Mason of PETsMART Charities helps a boy select a new collar for his dog at the spay/neuter event in the Navajo Nation last July.

Just one of the many dogs that received his first-ever collar and leash at the spay/neuter event in the Navajo Nation in Arizona.

Best Practice:

Mobile clinics broaden the impact of spay/neuter efforts.

Collaboration is key

It was the second major spay/neuter effort by these organizations this year in the Navajo Nation, most financing their work out of their normal operating budgets. It is a massive collaborative project that grew out of earlier efforts. During a meeting last January four funders—PETsMART Charities, International Fund for Animal Welfare, Pegasus Foundation and Robert T. Wilson Foundation—helped guide the collaboration. The Navajo Nation Animal Control, HSUS Remote Area Veterinary Services, PETsMART Inc. and American Humane were also partners determined to make a difference

Impacting a rural community

Just in Kayenta alone, the spay/neuter efforts made a tremendous difference. In total the team performed 203 sterilizations, administered 475 vaccinations and treated other medical problems.

They also distributed boxes of donated leashes and collars, which replaced the ropes and chains that some of the pet parents had been using. The team engraved identification tags and collected signed pledges from people agreeing to use them. They held humane education demonstrations throughout the week to educate the pet parents. They also had a display of pet products sold in Kayenta to encourage them to buy quality food and care items on their next trip to the local store or trading post. Some of the groups, such as Plateauland, were back in Kayenta a month later to do even more.

"This is a great collaborative effort," praised Frank Ramsey, Director of the future Kayenta Animal Control and Shelter, "with strong local community support, ensuring a huge turnout."

This girl was one of hundreds of pet parents to take advantage of the free care during this spay/neuter event.



PETsMART Charities Staff

Susana Della Maddalena
Executive Director

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Patty Finch
Manager of Charitable Giving

Kit Jenkins
Charitable Giving Specialist

Barbara Fought
Charitable Giving Facilitator

Robin Mason
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Joan Miller
Development Manager

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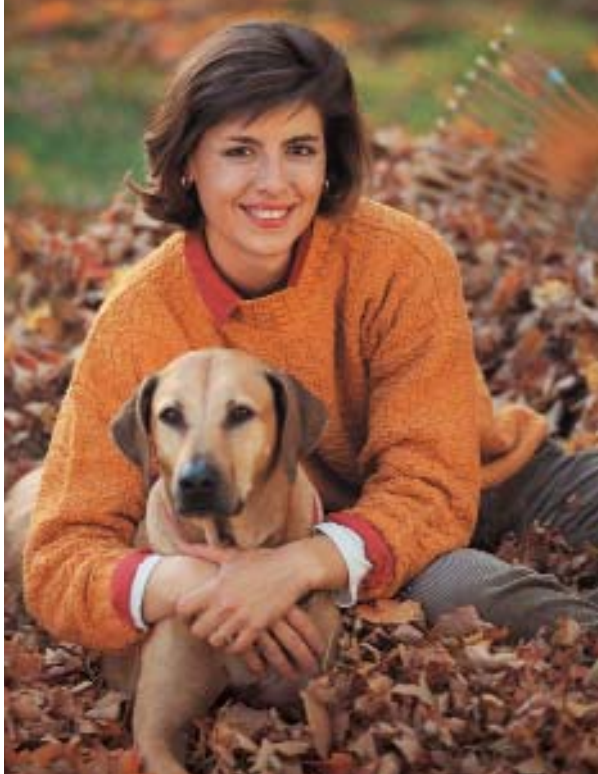
For general information, visit www.petsmartcharities.org or call 1-800-423-PETS.

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

For information on grants, contact Kit Jenkins at 1-800-738-1385, ext. 2832.



More than 13,500 homeless pets were adopted during the PETSMART Charities National Adoption Weekend in September.



Calendar of Events

At your local PETSMART store

Oct. 24-Dec. 26,
2004

Wish Tree

Dec. 4 & 5, 11 & 12,
18 & 19, 2004
Santa Claws

We look forward to seeing you at the following conference

Nov. 11-14
Spay USA –
Southern Regional
Leadership
Conference
New Orleans, La.

Webinars (On-Line Training)

Visit <http://petsmartcharities.webex.com> to get the latest information about these on-line training sessions and to pre-register.

October

Everything You Want to Know
About PETSMART Charities
Presented by PETSMART Charities Staff

November

Foster Programs
Jan McHugh-Smith
with Humane Society of Boulder Valley

Grant Funding from
PETSMART Charities
Kit Jenkins with PETSMART Charities


December

Saving Lives with a Cleaner Environment
Dr. Kate Hurley
with Center for Companion Animal Health,
University of California, Davis

Charity Navigator designates PETSMART Charities as a Four Star charity, its highest ranking, for efficient use of donations.



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PETSMART
Charities