

PETSMART Charities Quarterly

News for and about our animal welfare partners

Fall 2005



▲ Children reunited with their dog at the Hattiesburg, Mississippi shelter.

Together we save lives

Adoptions through PetSmart Charities Adoption Centers as of September 25, 2005

2,363,805



In this issue:

Q & A with Susana Della Maddalena

Happy pets follow lead to new homes

Flowers helping pets

New and improved grant cycles

Your "link" to a new source of revenue

Shelter solutions

Partnering to save lives

Lifesaving volunteer

Calendar of events

Hurricane Katrina A flood of compassion

When PetSmart Charities Emergency Grants Manager Barbara Fought saw the radar map of Hurricane Katrina on the Internet she knew the destruction was going to be bad. However, no one was fully prepared for the widespread flooding and resulting consequences for the thousands of stranded animals.

Shortly after the hurricane made landfall, calls for assistance began to pour in. PetSmart Charities (PCI) staff kicked into high gear fielding hundreds supply and funding of grant requests, information requests and donor inquiries. Several staff members worked nights and weekends for more than three weeks to ensure the quickest possible response to requests for aid. Just when the pace began to taper off, Hurricane Rita hit, and the calls for help continued.

Product from local PetSmart stores including crates, beds, food, bowls, collars, leashes, litter and horse supplies were released en masse to more than 115 dedicated animal welfare agencies in 26 states over the coming weeks. To date, more than \$3.2 million has been raised by PetSmart Charities for hurricane relief efforts. Grant funds and supplies totaling more than \$1 million have been distributed in response to immediate needs. The remaining funds continue to be distributed rapidly as requests for aid come in, with a generous

portion of funds set aside for repair and reconstruction of the 20 or more shelters damaged by Katrina.

In an effort to support its monetary and product donations with human and transport assistance, PetSmart Charities sent both of its Rescue Waggin' vehicles to the affected areas as soon as FEMA permitted entrance. The drivers and staff coordinated their transport work with the HSUS and the ASPCA. Trip after trip, the trucks hauled more than 700 dogs, cats, and even an injured hawk from government-controlled command centers to evacuation shelters in Gonzales, Louisiana and Hattiesburg, Mississippi.

A closed-circuit video monitoring system in each truck allowed the drivers to keep visual tabs on their traumatized pets and assure they were all faring well on the long road trips to the shelters. The trips were not always easy. Many roads and highways were blocked off or packed with traffic resulting in long, hard days behind the wheel. The number of tracks lined up to deliver animals to the shelters at times was so high that our teams waited until the early morning hours for their turn to unload the pets. *(continued inside)*

▶ Rescue Waggin' team members pick up a stray dog in Gulfport, Mississippi.



Q & A with Susana Della Maddalena



▲ Susana and Meg

PetSmart Charities Executive Director Susana Della Maddalena talks to Donna Reynolds, Executive Director of BAD RAP (Bay Area Dog Lovers Responsible About Pit Bulls) about her organization's unique educational programs for pet parents of pit bulls.

Q) *PetSmart Charities provided a grant to BAD RAP in 2004 to help with your free ownership education program for low-income pet parents of pit bulls. We were very excited about the follow-up report you submitted at the end of the grant year. What do you feel was your most important accomplishment with these grant funds?*

A) Every single person that walked out of our 'Pit Ed' classes with nicely trained dogs represents a huge accomplishment to us. These are such trying times for pit bulls, and owners really do have to go above and beyond the call of duty to show off their breed ambassadors. From a larger perspective, our most important accomplishment was a partnership with the East Bay SPCA that evolved out of our grant-supported classes. We started using our classes as an incentive to anyone who spayed/neutered their pit bull via their free 'Pit Fix' program. This developed into a broader partnership which has allowed us to double our classes and create more programs and specialized classes with the EBSPCA. Very exciting for everybody.

Q) *How has targeting your education programs helped the dogs in your community?*

A) Many of the people who come to our classes are at their wit's end and are ready to surrender their dogs to the overcrowded shelters. By giving them tools and support that caters specifically to breed traits and challenges, we've been able to encourage families to stay committed to their pets. Shelter dogs regularly attend class too, with shelter volunteers. With better leash manners, formerly naughty dogs are better able to attract adopters, reducing the shelter's euthanasia rates.

Q) *Do you have a favorite success story you would like to share?*

A) We're especially proud of a young woman named Kila and her dog Leemore. Kila found Leemore on the streets of Oakland after he had been used as a fight dog several times. He was, naturally, very reactive around other dogs although incredibly gentle with people. Because of his past, regular obedience classes were ineffective and just walking him down the street became an ordeal when he passed other dogs. He really needed someone who understood pit bulls and pit bull behavior.

By the time Kila found our class, she was completely frazzled. Leemore had gotten into several accidental fights and was inconsolable around other dogs. She listened to every bit of advice and worked her butt off in class, and now Leemore has turned into everybody's favorite little gentleman. He knows how to ignore other dogs and is starting to make some dog friends for supervised play sessions. To watch him and Kila work together is a huge inspiration to us—they're truly devoted to each other. He still has a ways to go before he can earn his Canine Good Citizen, but there's no reason he can't achieve it.

Q) *How can other organizations get information about replicating your programs?*

A) We invite organizations to contact us through our website: www.BADRAP.org

Happy pets follow lead to new homes

The fourth annual Fall National Adoption Event was held at PetSmart stores September 16-18. During the event 8,381 cats and 5,753 dogs were successfully adopted. In total, 14,533 homeless pets found loving homes—a seven percent increase over last year's event!

This huge success was due to the tremendous efforts of every participating adoption partner. Each organization received \$15 for every pet adopted during the three-day event as partial reimbursement for preparing the pets for adoption. A pet parent guide with valuable coupon offers and helpful educational materials was also given to pet parents to take home with their new pet.

The dates are now set for the Spring 2006 National Adoption Event which will be held May 5-7 nationwide. Thanks to all the lifesaving volunteers who give their time to make this event a success. 🐾

Flowers helping pets

The next time you need to order a flower arrangement or gift basket, visit www.PetSmartcharities.flowerclub.com. PetSmart Charities will receive 10 percent of the total purchase price from every order purchased through this site. From "Congratulations" to "Get Well Soon," there are arrangements available for every occasion. The best part is that every order helps to bring homeless pets one step closer to a lifelong, loving home. 🐾



New and improved grant cycles

PetSmart Charities has developed a new and improved grant application cycle that will launch in November, 2005 for the 2006 funding year. The new process requires that grant applications are submitted in specific cycles. There will be one assigned deadline each year for each state. Consequently, all applications from individual states will be evaluated at the same time. This provides more effective and equitable use of our available funding for animal welfare efforts in each state.

For our 2005 funding, we will continue to accept applications at any time for the remainder of this year for most states. Please check state funding availability on our website at www.petsmartcharities.org.

How it worked in 2005

The amount of donations made within each state for a given year determined how much grant funding was available for that state in the following year. We had no application deadlines, and applications were accepted throughout the year. However, that meant that we would usually expend the available funding in a specific state before receiving all of the applications for that state's programs. This was disappointing for animal agencies and frustrating for

PetSmart Charities, since we want to use our limited funds for each state as wisely and fairly as possible.

How it will work in 2006

With the new system, the due date for a grant application will now be determined by the state in which an agency provides its services. This way, all preliminary proposals and "fast-track" applications from the same state can be evaluated at the same time to give equal opportunity to all grant requests. Please check our website at www.petsmartcharities.org to determine when each state's applications will be due for 2006 funding. Click on *Animal Welfare Agencies*, then click *Grants*, then click *When are grant applications due?*. You will see that the deadline for some states is November 2005 for 2006 funding, so plan ahead!

Interest in our grant funding has increased dramatically over the last few years. As a result, making decisions for the best use of state funding has become more challenging. We simply are unable to fund every valuable animal program. PetSmart Charities works to help not only each individual organization and community, but to help the field of animal welfare move forward as a whole. By evaluating all



▲ Grants manager Kit Jenkins' cat, Evin, assists with grant application review.

applications from each state together, we can provide more benefit to the overall needs of each state and region.

Grants webinar

For more information about this improved system for submitting applications, Kit Jenkins, Grants Manager, has recorded a 15-minute on-line seminar (webinar) addressing frequently asked questions about the new application process. To view the webinar, visit <http://PetSmartcharities.webex.com>, and click *View All Recorded Events* on the upper right-hand corner of your screen. Just look for the session entitled *New and Improved PetSmart Charities Grant Cycles*, and click *View*. We look forward to receiving and funding more grants than ever before in 2006. 🐾

Your "link" to a new source of revenue

PetSmart, Inc. offers animal welfare agencies like yours an easy way to earn extra cash. If your group has a website, you can sign up for the free PetSmart.com Affiliate Program. By simply adding a special link with tracking code to your website, and directing your site visitors to shop for their pet supplies via that link, you can receive a commission from every order. Your agency will receive a commission ranging from eight to fifteen percent, depending on your total monthly sales. A commission check will be mailed to you every month. You can feature a PetSmart link in your e-newsletter to your members as well.

Other benefits of the program include the ability to offer discounts to your site visitors such as free shipping. Your group can also take advantage of these offers by ordering through your site and you'll get the commission!

Joining the PetSmart.com Affiliate Program is easy. Just visit www.PetSmart.com and click on the link for *Affiliate Program* at the bottom of the home page for details. If you have any questions about the PetSmart.com affiliate program, just send an email to PetSmartaffiliates@linkshare.com and a member of the PetSmart staff will be happy to help you. 🐾



▲ Volunteers unload a beagle mix from the Rescue Waggin' at the Gonzalez, LA shelter

Shelter solutions

Challenge: Your surgery team could do more surgeries each day, but you have limited recovery and kennel space.

In this regular feature, we will share creative ways to re-think a specific element of the important work you do. This quarter's topic is *using spay/neuter space wisely*.

Solution: Increase your number of cat surgeries through creative use of space and time, which also increases your number of dog surgery slots overall.

- Think vertically! While stacking cat carriers or traps isn't safe, placing them on sturdy, cleanable shelving is safe AND smart. It eliminates the need for banks of kennels, limits how many times the animal is transferred in and out of different spaces, and gets those carriers off of the floor.

- Keep ferals in their traps. By using their traps for transport, anesthesia, and recovery, you save space, reduce transfer risks, and reduce stress for the cats (and staff!). Use shelving again to stack up to five traps vertically.
- Organize cat surgery time more efficiently. Whether you're working a one-day spay/neuter event or in a clinic, consider how your day is organized. If you neuter male cats first, then spay female cats before you start on the dogs, and things will move more quickly. Some groups set aside one day each week or month for cats only. It's all about preparation speed with different sizes. Ask your vet and technicians to try this new technique—you might be surprised at the result!

Hurricane Katrina (continued from cover)

"We turned off the motor, but kept the generator on for the animals. The air temperature was still hot and muggy. After nearly two hours, we were told that the health department would not allow any more animals to be offloaded. Refrigerator trucks had been ordered and until they arrived we would all have to wait. While waiting, we talked to the animals, petting each, crooning words of support and love. Their expressions were so wounded, so forlorn," said one member of our California Rescue Waggin' transport team.

After the mandatory 30-day holding period expires, many of the remaining storm survivors will need to be transported north to shelters with available space. The Rescue Waggin' teams will continue to transport animals for the coming weeks acting as an important link in the chain of aid that leads these animals to their rightful, loving homes.

PetSmart Charities salutes our Rescue Waggin' employees and all of the thousands of dedicated animal welfare agency staff and volunteers who have given their time, love and money to rescue the surviving animals. We will continue to support you in your important work now and in the future. 🐾

If you would like to share your own agency's story of a heroic relief effort from this disaster, please send your text and supporting pictures via email to Debbie Moore at dmoore@ssj.petsmart.com. One story will be chosen to be featured in an upcoming newsletter or our annual report.



Rescue Waggin' team members unload a dog at the Hattiesburg, MS shelter.

Pallets of food at the Hattiesburg, MS shelter.



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Director of Marketing and Development

Patty Finch
Director of Charitable Giving and Programs

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Director of Financial Operations

Megan Bowman
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Grants Manager

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Paige Donnelly
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Robin Mason
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PetSmart Adoptions

Julie Schmaltz
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Juliana Warren
Administrative Assistant

Anita Garcia
Adoptions Facilitator

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 Kit Jenkins at 1-800-738-1385, ext. 2832.

For emergency funding, contact Barbara Fought at 1-602-320-2719.

Partnering to save lives

Mississippi makes spay/neuter a team effort

On May 21, 2005, seventy dedicated animal advocates from the state of Mississippi gathered at the beautiful Eagle Ridge Conference Center in Raymond, Mississippi. Their purpose was to hold the first all-state conference dedicated to strategic planning for a statewide spay/neuter program. Organized by Mississippi Spay and Neuter, the conference provided attendees with detailed information on all 82 counties including population, area, number of households, and number of dogs/cats per household.

After the morning presentations, attendees joined one of three strategic planning work groups; Northern MS, Central MS, or Southern MS. Each group worked on a long term goal, priorities, a time line, models useful for their region, and assigned action items to various individuals within the group.

The conference provided the opportunity for many agency representatives to meet face-to-face for the first time. Conference attendees were ready and willing to help each other find needed resources to achieve their goals. Mississippi Spay Neuter led the collaboration by offering to expand its board to include representatives from each region.

Deemed a success by attendees and conference organizers alike, the Mississippi Spay/Neuter conference played an important first step in the goal of statewide collaboration. PetSmart Charities looks forward to seeing more great things from The Magnolia State in the near future. Organizations or individuals interested in more information may contact Elaine Adair at 228-380-1263.



Harneitha Maxey, a strong supporter of these efforts, tragically lost her life as a result of Hurricane Katrina. PetSmart Charities has made a donation to Mississippi Spay and Neuter in her memory.

Lifesaving volunteer

Jamie Dana

"Jamie Dana is a 26-year-old critter crazy lady. She has been volunteering with the sanctuary for over a year and spends every spare minute and every day off volunteering at BFAS. Jamie works with our most abused and neglected animals. She works miracles with these dogs and horses so we can find permanent and excellent loving homes from them."

- Tracy Hudock

Director of Black Forest Animal Sanctuary (BFAS) in Colorado Springs, CO

By all accounts, Jamie Dana is the kind of volunteer every non-profit organization dreams of. She is committed, patient, and loves the work that she does.

Jamie has been able to get formerly-abused, neglected and unapproachable horses to trust humans once again. In addition, she has rehabilitated several of them from previous injuries, and started many of them in training. Jamie is the only person at BFAS that some of the horses will let approach them. These horses even let Jamie ride them bareback in the training pen. She also teaches the dogs obedience, and spends hours grooming them. On a personal note, Jamie is an adoptive mother of two cats, two dogs and two horses.

Jamie's professional job is that of a United States Air Force police officer and dog handler for bomb-detecting dogs. In June, Jamie volunteered for a different type of service, duty in Iraq. She didn't have to go, but knew that her special training would help protect other military and civilians from harm in the area. In May 2005, Jamie left with her partner Rex, a beautiful German Shepherd. Her presence was immediately missed at the sanctuary.

On the 25th of June, BFAS received an email from her asking them to take care of her animals as she was going out on a mission, and she would write later. Later, BFAS received a call from Jamie's husband Michael, who told the group that Jamie's armored Humvee had driven over an explosive device, and she was not expected to survive.

Jamie was severely wounded with head and abdominal injuries, a fractured pelvis and two collapsed



▲ Jamie training Sam

lungs. Once she awoke from surgery, her first concern was for her buddy and partner, her bomb-sniffing dog Rex. Thankfully, Jamie continues to recover from her injuries at Walter Reed Army Hospital in Washington D.C. Her faithful dog Rex has recovered from his injuries and recently made a visit to Jamie at the hospital.

There is no doubt that Jamie will soon return to the volunteer work she loves so much. Both the animals and the staff at BFAS await the return of their personal hero, Jamie Dana. 🐾

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 grant from PetSmart Charities. Send your letters, volunteer stories and photos to:

*PetSmart Charities
Debbie Moore
19601 N. 27th Ave.
Phoenix, AZ 85027*

or to:

dmoore@ssg.petsmart.com

Calendar of events

At your local PetSmart store

November – December
Luv-A-Pet Holiday
Ornament

We look forward to seeing you at the following conferences

October 21-23
No More Homeless
Pets Conference,
Boston, MA,

November 3-6
Southern Spay/Neuter
Conference,
Atlanta, GA

Another satisfied customer

"These webinars are one of the greatest things PetSmart Charities has done. They provide education and ideas to those of us here in Oklahoma who don't have the opportunity to attend great conferences"

- Liza Shaw
Volunteer with Oklahoma Animal Welfare division

On-Line seminars/webinars are available to anyone at any time

Do you want to get caught up on past webinars you may have missed? You can view recordings of past PetSmart Charities on-line seminars at a time that's convenient for you. There are currently more than 25 recordings available to choose from. A sampling of sessions include, *Basic Exam of Shelter Animals*, *Grant Writing for Animal Agencies*, and several sessions on the topics of fundraising, feral cats, and spay/neuter. You can access recorded webinars at <http://PetSmartcharities.webex.com>, then click on *View All Recorded Events* on the right-hand side of the screen. If you would like to be notified when we open new webinars for registration, please send an email to pciprograms@ssg.PetSmart.com requesting to be placed on our email notification list.



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



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Charities