

# PETSMART Charities Quarterly

News for and about our animal welfare partners

Spring 2005

## Together We Save Lives

Adoptions through  
PETSMART Charities  
Adoption Centers  
as of Feb. 6, 2005

**2,127,831**



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## Last Chance is first-rate at adoptions

Cindy Sharpley knows what it takes to be a top-notch PETSMART Charities Adoption Partner. Her shelter, Last Chance Animal Rescue in Aquasco, Md., found homes for more than 4,500 homeless pets in 2004 alone.

Sharpley co-founded Last Chance with its vice president, Leslie Yamnicky. They operate a shelter and a licensed veterinary clinic, and they also rely on the support of a few foster homes.

### Cultivating partnerships

Last Chance works closely and collaboratively with 15 to 20 humane organizations to secure ready-to-home pets. The selected pets are brought to the group's clinic and assessed by one of the two veterinarians who work for Last Chance. As soon as they are deemed healthy, the dogs and cats are sterilized and prepared for adoption.

Last Chance is an official Adoption Partner at 14 PETSMART in-store adoption centers. The group holds cat adoptions every day and adopts out both dogs and cats on Saturdays, totaling between 50 to 150 adoptions per week.

Sharpley believes that Last Chance's strong adoption numbers are due in large part to the fact that they don't scrimp on the medical needs of pets.

"We never make a decision about health care based on the price," she said. "We just figure out how to do it so that we can afford it."

### Building community support

Sharpley credits her volunteer base—more than 100 strong—and her incredible veterinarians for improving the health of their pets, which then translates into more successful adoptions. Without these dedicated people, Last Chance would not be able to place as many pets as they do and make the adoption process a positive experience for people, which also contributes to word-of-mouth adoptions.

Susana Della Maddalena, executive director for PETSMART Charities, sees Last Chance as a great model for all Adoption Partners. "They employ agency collaboration, proactive veterinary care and a solid volunteer network to help them achieve their impressive adoption figures."

PETSMART's store managers and associates also have made a tremendous impact on Last Chance's adoptions, going above the call of duty on a regular basis.

"I have the pleasure of working with an incredible group of store directors, managers and associates, said Sharpley. "These guys are heroes to us."

The combination of cultivating partnerships, taking advantage of opportunities and maintaining a can-do attitude gets the job done for Last Chance. 🐾

Leslie Yamnicky (left) and Cindy Sharpley assist with one of Last Chance's kittens at Dr. Richman's low-cost spay/neuter clinic in Lithicum, Md.



Spring into action  
by participating in  
PETsMART Charities'  
free Webinars.



## Calendar of events

### At your local PETsMART store

May 6 to 8, 2005  
National Spring Adoption  
Weekend

### We look forward to seeing you at the following conferences

April 3 to 5  
CACDA California Animal  
Care Conference  
San Jose, Calif.

April 5 to 9  
HSUS—Animal Care Expo  
Atlanta, Ga.

April 24 to 26  
TFHS—Animal Care and  
Protection Training  
Conference  
Houston, Texas

June 2 to 4  
NACA Southwest  
CSI Conference  
Scottsdale, Ariz.

### Webinars (On-Line Training)

Visit <http://petsmartcharities.webex.com>  
for more information and to pre-register.  
If you would like to be notified when  
new Webinars open for registration,  
e-mail [pciprograms@ssg.petsmart.com](mailto:pciprograms@ssg.petsmart.com)  
and request to have your e-mail address  
added to the Webinar notification list.

Here's what Carol Schreiber,  
community relations director for Woods  
Humane Society, had to say about  
PETsMART Charities' Virtual Animal  
Welfare Conference, which was held  
from Jan. 31 through Feb. 4, 2004:

"I'm energized, rejuvenated, re-motivated  
and raring to go! It was such a meaningful  
and valuable experience. I found that  
this experience provided the best of  
the best—without leaving my office!"

Access the recording of  
this conference at:  
<http://petsmartcharities.webex.com>

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



19601 North 27th Avenue  
Phoenix, AZ 85027  
**PETsMART** Charities®

## Partnering to save lives

Here's a message we received from Kathy MacPherson, president of PawsWatch Cat Rescue in Rhode Island.

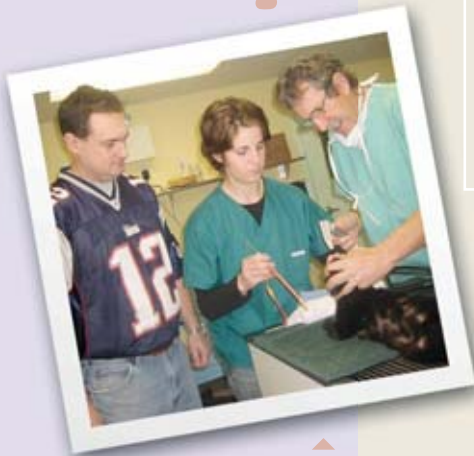
Dear PETSMART Charities:

I received your letter announcing a grant allocation to PawsWatch for spay/neuter surgeries and vaccinations for our free-roaming cat program. I can't begin to tell you how hard everyone here has been working, how much has been accomplished and how very excited we are that we are receiving assistance. This has been our first grant application. Until now, every penny we've brought in has been dollar by dollar. PETSMART Charities has given us more than money. You have given us hope.

We have heard from many people that the prices in Rhode Island are pretty extravagant. We are doing some national comparisons in an effort to bring better programs to the state. We are hoping to borrow some of the wisdom and creativity of other organizations to see if we can improve things here.

We have just begun work at a terrific new facility, the Rhode Island Animal Medical Center in Warwick. This will enable us to plan regular spay-days and will help us complete the work made possible by your grant. Thank you!

Kathy MacPherson  
PawsWatch Cat Rescue 



Dominic Munafo, D.V.M., spays a feral cat at the PawsWatch spay/neuter clinic at the Rhode Island Animal Medical Center in Warwick.

## Lifesaving volunteer

### Roy Gilson


"After Roy completed his volunteer training at the Animal Rescue League of New Hampshire, he told me he was here to help with anything. At the time we needed help walking the dogs."

- Robin Ahlgren

Director of Development and Volunteer Services

"Slowly as he came in, Roy observed the struggles of the maintenance supervisor, trying to desperately patch all the problems of the building on a limited budget. Little by little, Roy would give advice or pick up a hammer until he was working alongside our maintenance man three to four days a week.

"In the spring of 2004, we came up against some major building repairs and Roy helped with everything from pulling carpet, painting walls and repairing leaks. The only break he took was to continue his original job of walking the dogs three days a week.

"When our full-time maintenance supervisor left the shelter, Roy would come in four or five days a week to help. We offered to hire him, but Roy didn't want to take any money, preferring to work on a volunteer basis. He offered to mentor a younger or new employee. Roy's dedication is a shining example to the staff and other volunteers." 



Volunteer Roy Gilson shares his talents—both building maintenance and a gentle way with pets—with the Animal Rescue League of New Hampshire.

**Best Practice:** Don't pigeonhole your volunteers. Create an atmosphere that makes it clear you are open to their suggestions, ideas and hidden talents.

### 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 PETSMART Charities.

Send your letters, volunteer stories and photos to:

Colette Barth, PETSMART Charities  
19601 N. 27th Ave.  
Phoenix, AZ 85027

or to [cbarth@ssg.petsmart.com](mailto:cbarth@ssg.petsmart.com)

## Q & A with Susana Della Maddalena

PETsMART Charities' Executive Director Susana Della Maddalena spoke with Sean Hawkins, CEO of Spay-Neuter Assistance Program, Inc. (SNAP), about his organization's use of Neutersol for pet sterilization.

**SDM:** We gave your organization a grant to use the only FDA-approved chemical sterilant, Neutersol, for use on male dogs. How is that going?

**SH:** Great. SNAP's goal is to sterilize 5,000 dogs through this grant. We have been holding clinics in various parts of Texas and Oklahoma so far and have sterilized 2,765 dogs to date. Male dogs receive a light sedative, and then they receive two small injections that make them sterile and a rabies vaccination.



Sean Hawkins, CEO of SNAP, is working toward his goal of facilitating 5,000 chemical sterilizations through his organization's Neutersol clinics.

The administration of Neutersol is painless. We sedate the animals so we can also permanently identify sterilized dogs by tattooing the letter "N" inside their left ears.

**SDM:** What are the advantages besides increasing the number of sterilizations and decreasing the cost and time?

**SH:** The most important advantage to chemical sterilization is that we completely eliminate the risks and complications associated with general anesthesia and surgery.


Plus, since a male dog can impregnate females many times a day, we are reaching exactly the population that we need to be targeting. We've also opened up a new service to people who are afraid to leave their animals at vets or who, for various reasons, don't want their animals to undergo traditional sterilization.

**SDM:** Another advantage you've mentioned to me is how easy these clinics are to set up in any location. How do they work?

**SH:** Most of our Neutersol Clinics are held outdoors in park-like settings with covered pavilions as different staging areas. Pet owners move through the process at four different stations, including recovery, with their pets in about 20 minutes.

Thanks to the grant from PETsMART Charities, we have been able to purchase five laptop computers and a high-speed printer that allow us to set up a wireless network at the clinic site. We're able to keep up with a high volume of clients, track drug usage and vaccinations and print receipts and certificates very efficiently. One of the most innovative parts of this project is the number of animals we can move through a Neutersol Clinic in a day.


**SDM:** If organizations are interested in using Neutersol, what first steps should they take?

**SH:** SNAP is willing to train veterinarians and technicians in Neutersol administration and the running of Neutersol clinics. Visit [www.snapus.org](http://www.snapus.org) or call 1-800-762-7762 for more information. Interested parties also can view the SNAP San Antonio mobile sterilization photo album at [www.snapus.org/sanantonioneutersolday](http://www.snapus.org/sanantonioneutersolday). 

## PEDIGREE® "Cans For Canines" donation program a success

PETsMART shoppers made a difference in the lives of homeless pets by participating in the PEDIGREE® Cans for Canines program last fall. For every case of PEDIGREE® 13.2-ounce cans sold at PETsMART from Sept. 1 through Oct. 31, 2004, PEDIGREE® donated \$5 to PETsMART Charities. That added up to the maximum donation amount—a grand total of \$100,000.

"With PEDIGREE®'s help, we'll be able to support local animal rescue groups across the country and enable more homeless pets to find lifelong, loving homes," said Susana Della Maddalena, PETsMART Charities' executive director.

PETsMART Charities continues to partner with companies like PEDIGREE® to make a difference in the lives of homeless pets. 

Bill Gerards (left), Joe Bakala (second from right) and Steve Raleigh (right)—all from Masterfoods USA—present a check from PEDIGREE® to Bob Moran (second from left), president and COO of PETsMART, and Susana Della Maddalena (center), executive director of PETsMART Charities.



# Granted: New processes spread success among agencies

## Leader of the Pack, Curious Cat grants breed collaboration

It was just one year ago that PETsMART Charities, seeking to elevate and empower agencies, announced a new grant application process. Two of the funding opportunities, which are designed to promote collaboration, innovation and replication of successful programs, include Leader of the Pack and Curious Cat grants. These grants are available to animal welfare organizations, including municipal and tribal agencies.

Leader of the Pack grants encourage significant collaborations among animal welfare groups and exciting innovations that are new to the field. Curious Cat grants spread best practices and successful innovations to new communities.

### Heaven Can Wait leads the pack

The feral cat spay and neuter grant proposal from Heaven Can Wait Sanctuary in Las Vegas, Nevada, exemplifies what PETsMART Charities seeks in a Leader of the Pack grant.

This group developed an innovative twist to the usual “trap, neuter, release” (TNR) community/feral cat program and created a community of residents committed to the concept of TNR. Heaven Can Wait hosted a block-party barbecue at a trailer court. During the event, residents learned the advantages of TNR and were taught how to humanely trap and become caregivers to the feral cats.

“At the time PETsMART Charities awarded the grant, we didn’t know if this innovation would work or not, but it did,” said Patty Finch, PETsMART Charities’ charitable giving manager.

As a result, the trailer park’s residents trapped 500 cats for altering. All of the cats gained a team of permanent caregivers, as well as a more secure life in a supportive and educated community.



Dr. Nancy Ferguson performs surgery on a cat at a Pets ALIVE clinic.

### Successful collaboration in Bloomington

Bloomington Pets ALIVE, Inc., a three-year-old organization in Indiana, recently applied for a grant from PETsMART Charities for start-up equipment for their planned regional spay/neuter clinic. The clinic features free pet pick-up and delivery from animal welfare groups throughout the region.

Humane Alliance mentored Pets ALIVE—a nice example of replication—but Pets ALIVE hadn’t yet established a collaboration to support the clinic. As part of the criteria to receive a Leader of the Pack grant, PETsMART Charities asked Pets ALIVE to demonstrate they had the ability to pull together a collaboration and offered to help the process.

Last November, Pets ALIVE brought together agencies from across the state for a “Planning for Commitment” workshop. Pets ALIVE explained the plans for the regional spay/neuter clinic

### Leader of the Pack Best Practices:

- Any group, large or small, can promote a collaborative or innovative program.
- Establish personal relationships with groups with which you would like to collaborate.
- Consider an outside facilitator to help you plan and organize a meeting when starting a collaboration.

and negotiated with each group to determine how many pets they could gather and finance each month.

Representatives of Imagine Humane—a joint program of PETsMART Charities and the ASPCA—and PETsMART Charities provided preplanning assistance and acted as co-facilitators with Pets ALIVE during the workshop. Pets ALIVE followed up with more one-on-one meetings with the partnering groups and more “Planning for Commitment” workshops as word spread to new groups.

Currently participants from 19 agencies in 15 nearby counties are contractually committed to using the services of the spay/neuter clinic for a certain number of pets per month.

## Curiosity leads to successful replication

Sacramento Area Animal Coalition in California recently applied for a grant from PETS<sup>MART</sup> Charities for collaborative, monthly spay/neuter events of free-roaming cats. As the group was developing its programs, its members carefully researched more than two-dozen successful spay and neuter programs around the country and then adapted them to fit their needs.

### Curious Cat Best Practices:

- Evaluate your organization's needs.
- Research the types of programs that are available.
- Look for a good fit for your community and agency.
- Customize the program to make it your own.



## Locate a successful program

If you are thinking of implementing a program in your community but aren't sure where to start, check out the following resources:

- PETS<sup>MART</sup> Charities Webinars:  
<http://petsmartcharities.webex.com>
- PETS<sup>MART</sup> Charities website:  
[www.petsmartcharities.org](http://www.petsmartcharities.org)
- Imagine Humane innovation bank:  
[www.imaginehumane.org](http://www.imaginehumane.org)
- Best Friends forum section:  
[www.bestfriends.org](http://www.bestfriends.org)
- HSUS animal sheltering library:  
[www.animalsheltering.org](http://www.animalsheltering.org)
- Humane Alliance:  
[www.humanealliance.org](http://www.humanealliance.org)
- Animal welfare conferences

## Apply for a grant

For detailed grant guidelines, applications and preliminary proposal forms, visit [www.petsmartcharities.org](http://www.petsmartcharities.org). To apply for a Leader of the Pack or Curious Cat Grant, simply follow the directions on the website, under "Preliminary Applications," for filling out a simple one-page application. If your preliminary application is accepted, you will be invited to submit a full proposal. 🐾

## PETS<sup>MART</sup> Charities Staff

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Manager of Charitable Giving

*Deanne Rice*  
Financial Operations Manager

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Manager of Programs

*Barbara Fought*  
Emergency Funding  
and Grants Administrator

*Kit Jenkins*  
Associate Grants Manager

*Robin Mason*  
Technology and  
Database Administrator

*Megan Bowman*  
Development Manager

*Joan Miller*  
Development Manager

*Erin Hegedus*  
Development Facilitator

*Emily Dietz*  
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*Julie Wilson*  
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*Colette Barth*  
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## PETS<sup>MART</sup> Adoptions

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Adoptions Facilitator

For general information, visit  
[www.petsmartcharities.org](http://www.petsmartcharities.org)  
or call 1-800-423-PETS.

For any issues regarding PETS<sup>MART</sup> 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 1-800-738-1385, ext. 2840.