



PETSMART Charities Quarterly

News for and about our animal welfare partners Summer 2005

Together We Save Lives

Adoptions through
PETSMART Charities
Adoption Centers
as of May 2, 2005

2,213,533



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PETSMART Charities' adoption kiosks expand shelters' reach

With euthanasia rates estimated in the millions in the United States, it is only natural that animal welfare organizations are applying technology to help more pets find a lifelong, loving home.

PETSMART Charities' pet adoption kiosk program places easy-to-use computer kiosks in multiple animal shelters in a community-wide area. If a potential adopter is unable to find the right pet for them at the shelter they are at, they can use the kiosk to expand their search to other shelters and foster groups in their community.

Using a simple touch-screen process, a potential pet parent can identify all adoptable pets on the network that meet their criteria. They can then print out a profile of the pet, along with a map to the pet's adoption location. Someone visiting one shelter can view the same adoptable pets as someone else in a shelter across town, including pets currently in

foster care. This potentially gives a pet parent access to hundreds, sometimes thousands, of pets. Adoptable pets get maximum exposure to people seeking a new, four-legged family member.

Unique approach

The PETSMART Charities pet adoption kiosk program is unique in that it relies on collaboration for success. The program unites shelters, government agencies and foster groups within the community to work together toward the goal of increasing the adoption of their pets. Not only does this create valuable agency partnerships, but it also unites more homeless pets with forever families.

Most recently the adoption kiosks debuted in Los Angeles. In February, the network of 25 shelters launched the computer kiosk program in that local community with the goal of saving more lives each year. The pet adoption kiosks are already operating in other areas in Arizona, New York and California. Over the next two years, the program will expand into 15 more communities around the country. 🐾



▶ A lifelong, loving home is made using the adoption kiosk.

Q & A with Susana Della Maddalena

PETsMART Charities Executive Director Susana Della Maddalena talks to Angie Thomas, Executive Director of KittiCo Cat Rescue, about her organization's spay/neuter program for free-roaming cats.

SDM: *PETsMART Charities provided a grant to your organization in November 2003 for a trap, neuter and return (TNR) project for free-roaming cats. How has the project progressed since then?*

AT: Because of the PETsMART Charities grant, we were able to increase the number of surgeries. We have an amazing part-time vet who does speed spay without compromising any quality control. We averaged 500 surgeries per month. This year we are on target to do even more, closer to 650 a month.

SDM: *KittiCo works in collaboration with the city of Dallas to reach a broad geographic area. Why is this relationship so important?*

AT: It saves lives. We began our relationship with the city six years ago to help target the area's serious cat problems. Many city officials have a vision of the "crazy cat people." However, we treated them with respect, asked how we could help, and were treated respectfully in return. They were looking for a solution that would work better than euthanasia. When we offered solid information about how TNR works better AND benefits the community, they were open to that alternative.

SMD: *We're excited about the TNR information booklet you prepared for the city. Tell us more!*

AT: It was compiled to help educate city and county officials about the free-roaming cat problem and possible solutions. The booklet uses a practical, dollars-and-cents approach. This gives us credibility, and the approach also works well with local businesses and some non-pet foundations.

SDM: *How can other groups get a copy of this booklet or ask about replicating your program?*

AT: Our website is a good resource, and I am always happy to talk to anyone about the program. People can find out more at www.kittico.org, and they can request a copy of the booklet by emailing exec_director@kittico.org.



◀ Besides doing TNR, Angie Thomas, Executive Director of KittiCo Cat Rescue, and her organization place adoptable cats and kittens from shelters, with 625 adoptions carried out last year.

Wave of kindness

Generous PETsMART customers support tsunami relief efforts



▲ Ramie lives in Uppada Village, near the ocean. His dogs typically barked for three hours prior to the Tsunami, getting his family up.

When the tsunami ravaged Southeast Asia late last year, more than 150,000 people died in the devastation, with the official death toll still being calculated. Adding to the horror and chaos were the countless thousands of pets and community cats and dogs that were left hungry and without caregivers.

Though PETsMART Charities and PETsMART Charities of Canada usually cannot provide funding outside of the United States, its territories and Canada, this tragedy was of such magnitude that an exception was made. PETsMART Charities of the US and Canada collected funds for affected pets in all PETsMART stores from Jan. 7 through Feb. 7, 2005. Customers donated more than \$200,000 to support these relief efforts.

"We are grateful for the generosity of donors who contributed to help pets and the community animals that were caught in this catastrophe," said Susana Della Maddalena, vice president and executive director of PETsMART Charities in the US and Canada.

PETsMART Charities provided tsunami relief grants to U.S. and Canada-based animal welfare agencies coordinating

aid abroad. The recipients, Animal People, Best Friends Animal Society, The Humane Society of the United States, and World Society for the Protection of Animals, coordinated together and with the local animal welfare agencies in the affected areas to make sure the funding was used effectively. No administrative fees were taken from the donations.

"In the immediate aftermath of the Tsunami and all the death and destruction it brought with it, finding anything positive would have stretched the imagination of any eternal optimist," stated John Dalley of Soi Dog Foundation, one of the affected organizations that received assistance. "Yet SDF has been staggered by the generosity of the many individuals, foundations and companies supporting our work here post-Tsunami." 🐾

If disaster hits your shelter, PETsMART Charities can help.
Call 1-800-738-1345 ext. 2840.

More pets, more friends and more lives saved!

The fourth annual Spring National Adoption Event was held at PETsMART stores, April 29 through May 1.

"During the event, 6,966 cats, 5,994 dogs and 383 small pets were successfully adopted!" says Adoptions Operations Manager Julie Schmaltz. "In total, 13,343 homeless pets found loving homes."

This huge success was due to the tremendous efforts of every participating adoption partner. Each organization received \$10 for every pet adopted during the three-day event, as partial reimbursement for preparing the pets for adoption...the wonderful work shelters, government agencies and foster groups do all year long. Valuable coupon offers and helpful educational materials also were given to pet parents to take home with their new pet.

Already PETsMART Charities is looking ahead to the Fall National Adoption Event, which will be held September 16, 17 and 18. If your organization is a store partner, let the manager know that you wish to participate! 🐾

New-and-improved website

PETsMART Charities staff members are excited about our newly updated website which was launched in early April. Easy to navigate (a BIG improvement!) and filled with timely information, the website is our most valuable communication tool to a variety of audiences. Different kinds of visitors to the site can find information pertinent to their own interests and needs:

- Potential adopters can find adoption partner agencies in their own communities.
- Individuals and organizations can learn about our many programs to improve the lives of companion animals.
- Interested donors can learn how to partner with us to make more funds available for our distribution to animal agencies.



Perhaps the most important role of the new website is as a resource for YOU. Animal welfare agencies can quickly find information about the many ways PETsMART Charities can help with your important work:

- Adoption Rewards program for adoption partners
- Emergency Relief funding after natural disasters, mass cruelty cases, and violence to animals
- Free webinar educational opportunities on many practical topics
- Various categories of grants for programs that help the individual agency and community and also help to move forward the entire animal welfare field.

On the website you can find the answers to frequently asked questions, guidelines for program participation, and forms and applications you can download immediately to get started.

Please visit www.petsmartcharities.org soon to explore this indispensable addition to your animal welfare toolbox. 🐾

Just A Buck, Change Their Luck™

PETsMART Charities completed the Spring Just A Buck, Change Their Luck™ fundraising campaign in April. \$2.84 million was raised!

PETsMART Charities raises the majority of all of the funds for distribution through this semi-annual campaign. In fact, to date, approximately 75% of all funds raised by PETsMART Charities have been raised through the Just A Buck campaigns. The Just A Buck funds are given out proportionately in the states where the funds were raised.

The Just A Buck campaign is completely reliant on PETsMART store associates, who are on the front lines raising these funds for homeless pets. During each of the campaigns, PETsMART customers

are asked at the register to donate "just a buck" or more to help homeless pets. Collectible T-shirts, tote bags, mouse pads and sweatshirts (fall only) are available for various donation levels. This spring's 2005 Just A Buck campaign offered the collectible T-shirt, tote bag and mouse pad design by artist Robert McClintock.

These limited edition items have a great new design with original artwork from a new artist created for each campaign. This makes them collector's items, as well as a means to encourage larger donations from customers. You can find the items online at petsmartcharities.org, while supplies last. 🐾



Just A Buck Baltimore artist Robert McClintock has exhibited his work both nationally and internationally, with two galleries located in the Federal Hill district of Baltimore.

Webinar fundraising conference a huge success

PETsMART Charities' recently held the first-ever weeklong webinar fundraising conference for the animal welfare field, and it was a resounding success. More than 200 people participated in at least one of the six on-line seminars held January 31 – February 7, with many participants attending several of the presentations.

During this week of learning, six informative and inspiring presenters shared their expertise in developing a fundraising board, donor care, major gifts, bequests, grantwriting, and direct mail and Internet appeals. There was also a great deal of networking and information sharing between the attendees.

Over 97% of attendees said the webinars were better or just as good as other live seminars they have attended, and that the sessions met or exceeded their expectations. Here's what just a few of the attendees had to say:

"The three sessions I attended were absolutely mew-velous, providing practical and applicable information in an accessible and approachable format. Thank you for making it possible to learn from the pros and network with other professionals for the greater human/humane good."

Carol Schrieber
Woods Humane Society



"The seminars on fundraising were awesome."

Ingela Levett
Rawhide Rescue

"This is GREAT! What a convenient and timesaving way to go to a seminar. (Did I mention cost-effective?!)"

Colleen Hodges
Harris County Health

If you weren't able to attend this exciting event, or just want to go back and revisit these wonderful presentations, be sure to check out the recordings of the webinars. Recordings can be accessed at <http://petsmartcharities.webex.com>. Just click on *View All Recorded Events* near the top-right corner of your screen. You can also check that same website to register for upcoming webinars on a variety of practical topics.

Thank you to the presenters and all of the attendees who participated and so willingly shared their expertise and ideas throughout the conference. It is because of this participation that the PETsMART Charities' webinars are so successful. 🐾

Rally to Rescue™ event coming soon

Whether you have adopted a rescued pet, are thinking of adopting a rescued pet, own a pet of any kind or just enjoy other people's pets, you're invited to participate in the Rescue Rally. Part of Pro Plan® brand's Rally to Rescue™ program, the July 23 Rescue Rally is designed to raise funds and awareness for Pet Rescue. Bring your cat or dog to Barrington Park in Brentwood, CA for a half-mile walk. Registration begins at 10 AM. \$10 registration fee benefits participating pet rescue organizations. Marchers receive free Rally to Rescue collar and wristband sets and T-shirts. Rescue organizations will be on-hand with adoptable pets and information about how you can adopt a rescued dog or cat. For more information about the Rescue Rally and other Rally to Rescue efforts, visit www.rallytorescue.org. 🐾



PETsMART Charities Staff

Susana Della Maddalena
Executive Director

Tim Crum
Director of Marketing and Development

Patty Finch
Director of Charitable Giving and Education

Deanne Rice
Director of Financial Operations

Megan Bowman
Development Manager, In-Store

Barbara Fought
Manager of Emergency and Entitlement Grants

Erin Hegedus
Development Manager, Special Initiatives

Kit Jenkins
Grants Manager

Joan Miller
Development Manager, Individual and Planned Giving

Carol Moulton
Program Manager

Robin Mason
Technology and Database Administrator

Barb Davila
Financial Operations Facilitator

Emily Dietz
Development Facilitator

Margarita Wallen
Communications Facilitator

Rebecca Lopez
Executive Administrative Assistant

Debbie Moore
Administrative Assistant

Brenda Najera
Administrative Assistant

PETsMART Adoptions

Julie Schmaltz
Adoptions Operations Manager

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 1-800-738-1385, ext. 2840.

Partnering for greater outreach

Earlier this year, PETSMART Charities sponsored the Association of Professional Humane Educators (APHE) conference. Here's a message we received from Carol Shiveley, President of APHE, about the sponsorship.

Dear PETSMART Charities,

Thank you very much for sponsoring the APHE 2005 Conference, "Tools of the Trade!" We had a phenomenal conference and so appreciated the check to help with expenses. We are very pleased that PETSMART Charities supports humane education. The conference expenditures were affordable for humane educators, thanks to your generous support.

Because of PETSMART Charities, APHE was able to webcast Corey Price, Education Manager of Dumb Friends League, of Denver. Corey explained how to take the state's education criteria and turn it into dynamic, applicable humane education curriculum. Her creativity and genuine approach gave all humane educators a positive, viable pathway to create in demand programs. Thank you PETSMART Charities! Your generosity enables us all to be more effective in our humane education pursuits.

We are very proud to list you as a sponsor for our brochures and conference materials. We were happy to receive the check right after the conference. It will indeed be used wisely. Thank you again!

Sincerely yours,
Carol Shiveley
APHE President



Carol suggests that if you missed Corey's live session, visit <http://petsmartcharities.webex.com>. Just click on *View All Recorded Events* near the top-right corner of your screen and select the presentation by Corey.

Lifesaving volunteer

Steve Scharbach

In their own words

PETSMART Charities received this wonderful volunteer nomination from Ramapo-Bergen Animal Refuge, Inc. in Oakland, NJ. We were so impressed with their nomination that we are sharing it, just as it was sent to us.

"There are many ups and downs that come with working in animal rescue. One of the most positive aspects is seeing all of the selfless, devoted people who volunteer their free time to help our homeless animals. They provide training, love, and a feeling of safety to the countless animals that pass through RBARI's doors. They are ALL an integral part of our shelter's success. Occasionally there is one volunteer who goes above and beyond this calling. Right now, for RBARI, that volunteer is Steve Scharbach.

Steve has been a dedicated dog volunteer for our shelter for just over a year now. In that time, he has successfully worked his way up from socializing puppies and working with our "easier" dogs, to being able to skillfully work with the dogs who are considered to be the most difficult.

By working under the guidance of the shelter's head trainer and by attending our volunteer dog training/behavior lectures, Steve developed a talent for bonding with those "difficult" dogs. He has taken advantage of this bond and knowledge and uses it to help work with these dogs through their behavior problems...behaviors that might otherwise hold them back from finding their forever homes.

Almost everyday, the dog kennel is illuminated by Steve's smile, warm heart, and positive attitude. No matter what, he is there: rain or shine, freezing temperatures, and even in the snow and ice. Nothing holds back his big heart.

Steve's value to our shelter and to our animals is priceless, and we are thankful everyday for him." 🐾



Steve Scharbach and one of his favorite shelter friends, Conan.

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
Margarita Wallen
19601 N. 27th Ave.
Phoenix, AZ 85027

or to mwallen@ssg.petsmart.com

Log on with
a friend to
PETsMART
Charities' free
webinars!

<http://petsmartcharities.webex.com>

Calendar of events

At your local PETsMART store

August 13 - September 4
PETsMART Charities'
"Just A Buck, Change
Their Luck™" to raise funds
for our grant awards!

September 16 - 18
PETsMART Charities Fall
Adoption Event
Contact your local
PETsMART Store Manager
to express interest in
participation

We look forward to seeing you at the following conferences

September 8 - 10
CHAMP Conference,
Anaheim, California

September 29 - October 1
American Humane
Conference, Austin, Texas

Look for new faces at PETsMART Charities' conference booths

Carol Moulton, probably best known for her leadership at American Humane, has joined PETsMART Charities as Program Manager. Tim Crum, most recently the Director of the Department of Animal Care and Control in Loudoun County, VA, has joined PETsMART Charities as Director of Marketing and Development. You are sure to see both at various conferences throughout the year, as well as Susana Della Maddalena, Executive Director; Patty Finch, Director of Charitable Giving and Education; and Kit Jenkins, Grants Manager. If you see the PETsMART Charities booth, be sure to drop in and say hello!

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



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PETsMART
Charities