

Marketing Campaign
Maddie's Fund
2223 Santa Clara, Suite B
Alameda, CA 94501

Dear Friends

A Voice for Pets was founded January 2005 after many meetings with like-minded individuals wanting to save as many lives as we can in Greene County. On March 4, 2005 A Voice for Pets received the 501 C3 non-profit status. We have four primary homes where we house our pets. Our President, Pat Stone operates "The Dog house" home to over 20 dogs on average. She is a retired teacher for the blind and has provided a forever home to two blind dogs that will be with her forever. She also cares for several felines.

Our Secretary, Cheryl Horton, is our Outreach Coordinator. She and our friend in rescue Emily Johnson (operates a farm caring for nearly 100 cats and dogs) have spent the last two years, every week, transporting on average 10 cats and dogs to the Margrett Mitchell low cost spay and neuter clinic in Virginia to be altered. We also have two local Veterinarians that support our efforts to control the pet overpopulation and provide us with a reduced rate for spay, neuter and rabies shots. We have also coordinated and welcomed "P.A.L.S" and "RAVS", Mobile Spay and Neuter programs and were able to alter over one hundred animals each time.

Greeneville, Tennessee has a Humane Society that accepts a very limited number of animals with an ever ending waiting list and we also have an Animal Control facility just below the Humane Society that only accepts strays so the public drops their own unwanted animals in the streets. Our goal is to retrieve these animals before they get to the kill facility.

We have a Community Outreach program in place that goes into low income households to spay/neuter, feed and provide medical care for those animals in need. We educate the public on the need to spay and neuter handing out literature door to door at our adoption days and fundraiser events. Word of mouth goes a very long way as we now have a waiting list for animals needing to be altered.

There are many strategies we use to place our hard to adopt pets. Trial and air through the years has lead us to believe we must do what fits the needs of each individual dog and cat as no two animals are the same

Most of the dogs we rescue are unsocialized, timid, unwanted often starved and not too "pretty" to look at. Our Strategy is to rehabilitate each dog and the transformation we see is second to none.

We start by working with each dog to accept us as "part of the pack". We use a "model" dog to help us in this approach. The model dog is playful, outgoing, and balanced. Exercise, exercise, exercise! This is essential and helps us to provide a special bond with each dog. Daily walks thorough the forest, near ponds to play in water, in the streets near traffic, taken to adoption days and taking the dogs with us to our meetings at "the dog house" for dog socialization and interaction with ourselves and our volunteers are not only enjoyable for our dogs but for us as well.

We have had a dog trainer at our facility to provide clicker training. Many of the dogs respond well to this approach. We have set up a homemade agility course for additional exercise and this is where our high-energy dogs thrive. In addition to the above, we have made trips to New York and Pennsylvania transporting dogs to several fosters homes that have assisted us in placing our pets. There are far fewer animals in these areas therefore placement happens fairly quickly.

For the cats, we have cats from Taco Bell, Subway, Arbys, Asheville Highway, Andrew Johnson Highway, you name it they are every where. I have a special love for our felines and as the Secretary I house near sixty felines and on average six dogs at any given time. I have a large barn that has been converted into a cat sanctuary. Three-foot high "run" to an outside grass sanctuary where the feral cats can still feel "free" but are not able to escape and are save from predators and inhumane people. This containment area has worked too keep my feline friends in for the past 10 years.

Most of the feral cats I have caught are of course pregnant. These moms are put in my basement in a 4x4 cat kennel so they have a place to move around, jump on shelves (before the babies arrive) and it is a quiet place for them to get to know me. When the feral kittens arrive I use a fly swatter to take the babies from mom to be weighed and handled daily. Soon mom realizes I'm not going to hurt the babies and I can usually get them with my hands but not always! This is my approach to get the feral cats babies tame, adoptable and get them litter box trained at the same time. Nearly all the babies to date have been adopted thorough this approach and are living their lives in indoor homes.

The feral cats that come in to rescue that are not pregnant get to go out to the sanctuary and much like the dogs, they learn by watching the other cats interact with me. Of the several hundred cats I have placed in the last four years, only five will not let me touch them.

The other KEY to a successful adoption is a picture. Investing in a top of the line camera makes all the difference as first impressions is **everything!** The public only sees what you post so we do our best to capture the personality in each photo as well as a nice background so people can picture the pet in **their** home.

In addition we offer lifetime assistance to every adopter. We encourage adopters to contact us with questions or concerns and keep us posted on new developments and successes especially with our hard to place pets. Happy endings are what we live for!

Thank your for your consideration

Sincerely, 

Darleen Bullock, Secretary
A Voice For Pets