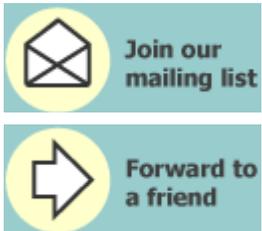




eNewsletter / September 16, 2011



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Many hands make light work . . .

Dear Nikki,

This issue of our newsletter is a rather long one. We took the week to re-cap how the huge WE ARE NOT TRASH adoption event was. You will find that story below. The short story is

that we reached our goal. We actually exceeded our goal.

As of today, we adopted out 102 cats and 20 dogs with more processing through each day.

That's only from the hard work of our volunteers and our supporters.

We also have a few bits of news for you, just so you know what's going on.

Enjoy the crisper weather. And thank you again for your continued passion about the animals in our community.

Sincerely,
Nikki Morey
Planned Pethood, Inc

We have outgrown our website. We have to upgrade it to hold the massive amounts of information we are storing. This change will be made possible by volunteers who maintain the website everyday.

You might notice hic-ups along the way. And then one day POOF a new site will be up for you to explore and enjoy. The transfer should be pretty seamless.

This new company includes on-going research and development so we will always be on top of the technology game. If you have any suggestion on how we may streamline our message, send it in to ed@plannedpethood.org.

Thanks to Les Breininger at Sylvania Auto Restyling for donating a new windshield to replace the cracked one on the dog truck. Thanks to Ballas Buick-GMC for doing a tune up on the truck too. Just in time for winter!

You can designate your donation to go to Planned Pethood through the United Way. last year we were given over \$2000 from the United Way- made possible when you write our name in.

Write ins are done on the second page, Step 4, Option C. Our unique number is E336.

100 adoptions in 2 days

Our goal was simple: 100 adoptions in 2 days. We wanted to find good, loving homes for 100 animals in one weekend. The path to get there wasn't. Some doubted, some objected, some groused. In the end we exceeded our goal.

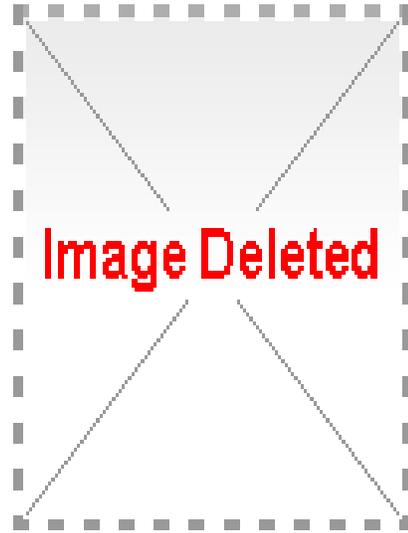
About a year ago, PPI supporter Steve Serchuk approached Karen Latta, Cat Intake Coordinator, about the success a Cleveland shelter was having with dramatic price reductions and event oriented adopt-a-thons. Latta dismissed the idea originally. A few months ago, Aimee St. Arnaud from Humane Ohio, made mention of the same Cleveland shelter and their events to Executive Director, Nikki Morey. St. Arnaud put together a conference call between herself, Latta, Morey and the ED from Cleveland Animal Protection League. From that conference call, we discussed grant monies that could be made available to PPI for the event, how to market the event, how many animals we could expect to adopt out and the ratios of cat versus dog adoption we could expect.

Morey took the proposal to the Board of Directors, where the event was discussed for over 30 minutes. Now it was time to take the ball and run with it. Morey started putting the plan in place, discussing it with Latta and Mary Torio, the Dog Intake Coordinator. Mona Guinaugh, Volunteer Coordinator jumped in to start pulling people into the jobs needed. Morey and Guinaugh discussed (ad nauseum) logistics, coordinating schedules, paperwork, data collection and all the many details. They knew something would be forgotten or unclear but proper preparation was going to curtail it.

Where would we get fencing? Where would the event be? When? How would we set up the site? How would we secure the money? What was the pricing structure? How many cages can you fit in a 20 x 30 tent? How many tables would we need? Where would those tables come from? Transportation for the animals?

It was discovered the grant money originally offered to

Planned Pethood was not available for the date we had selected. Morey discussed it with Latta to gauge the cat program's commitment to the event, even without 60% of the money we were originally offered. Yes was the answer. Morey pulled out her calculator and put pen to paper to see if PPI could take the risk by completely slashing the marketing budget and cross our fingers we got free advertising and media attention. Planned Pethood completed a second application for far less grant money and many more restrictions to how the money could be spent.

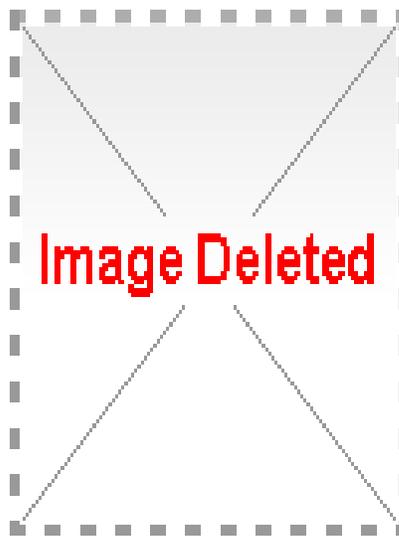


Ariel sits with her foster mom, Sally while visitors meet our animals.

It all started with proper advertising. Yark Automotive provided all of our printing for the signs, brochures and paid for the shopping bags. Meg Corely at Yark printed the items. Heather Lambert placed signs in the community. FOX News and WNWO aired interviews. Clear Channel made a commercial and aired it on all of their channels. The Blade and the City Paper printed an article. K100 came out on Saturday to do a radio remote with three spots specifically mentioning our weekend event.

Soon all the elements were coming together. All the equipment, people scheduled, jobs assigned, media attention was mounting and we were on our way. We had tents and fencing up on Friday. Saturday dawned clear and cool. When we opened on Saturday and Sunday, there was a line-up of people waiting to get inside and look our animals over. Those that volunteered were briefed before we opened and they are the reason the event was the success that it was.

We hit a few bumps but smoothed them out as we went along. If we decide we want to do this again, we have



Applicants lined up to adopt from PPI.

lessons learned and improvements for next time. Heck people even felt they had to chime in that they didn't like the name. We enjoy the feedback- keep it coming! The rain we were supposed to get on Saturday, blew past and it was a wonderfully sunny day. Sunday's rain was brief and didn't deter visitors from coming.

Prior to the event we had people concerned about the welfare of the animals and our ability to find good quality homes.

Be assured that each and every person that completed an application was screened in the same manner we would do it any other day. Yes, there were people we turned away. But after so many years of doing this, after doing it week after week, there are many PPI volunteers that can read between the lines of an application , ask a few well phrased questions and get down to the heart of the matter.

Clean up was a breeze because we had so many people to help. With the grant money made available to us to rent the tents and purchase extra cages, Planned Pethood only spent about \$50.00 (fifty dollars) to purchase muffins and water for our volunteers.

Success Stories from the event

Jerome, a 4 yr old cat who has been in the program for 2 years was adopted. It always baffled his foster mom why people would pass him over time and time again. Jerome is a very sweet, loving cat.

Bruno had been in the program for 3 yrs. He has no teeth and is 10 yrs. His foster mom couldn't bring herself to make Bruno endure adoption events week after week because they traumatized him so much. He would vomit and defecate on himself once in public. Bruno was adopted to a lady that works at Harbor Behavioral. She adopts senior animals only.

Shaka acted like she was a wild tiger at event. She is nice at home but trying to kill people at events. The lady who adopted Shaka lives 2 hours away, saw her on the website and drove down to our adoption event. Because of Shaka's

wild tiger act she was at her foster home. After ascertaining this was a good home and being completely honest about Shaka's behavior the woman still wanted to adopt Shaka. So her foster mom, Lynn drove home, got her in a carrier (no small feat) and sent her home in her own carrier. Shaka had been in the program over a year.

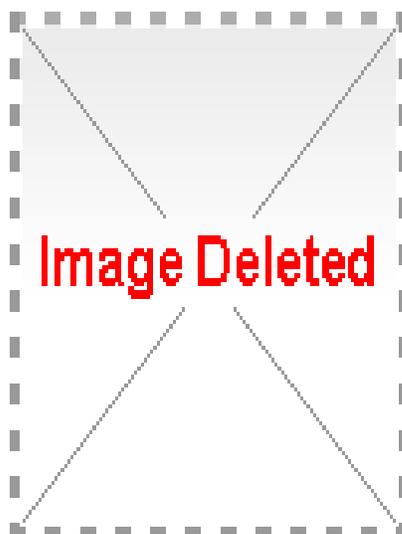
Lucy was rescued out of a junk yard 3 years ago. She will sleep on the pillow, but doesn't like to be picked up. Poor Lucy was always looked over at events. She has been adopted by a family where the mom is agoraphobic where Lucy will be her companion.

Leroy, an almost feral cat, was adopted. We were nearly to the point of sending him to a barn because you can't get near him. Somehow his foster mom and dad caught him and he found a home where the family specifically wanted a cat that was in need of a home more than all the other homeless cats.

Popeye, the one eyed kitty, was adopted. His new family came looking for Mary, the blind kitten we had featured on our website. She ended up taking home Popeye because Mary isn't available yet. Once Mary is ready, the woman will adopt her too.

Roxee is a dog that came to PPI grossly overweight and with a bum leg. When she was under anesthetic to be spay she lost all cardiac function and had to be shocked back to life. Any further surgeries to possibly repair her leg are now out of the question given her reaction to anesthetic. Yet, she was adopted by a loving family.

Alexis was returned to PlannedPethood because she was a door dasher. Rather than work with her, her family gave her up because it was too hard. Our foster worked with Alexis and POOF she was adopted this weekend to a family that is fully aware of Alexis' escape artistry. They have already safeguarded their home and will continue to work with Alexis.



Mason was rescued from a high kill pound. Big and black are two strikes that make him harder to adopt out. Sunday afternoon, PPI alumni Bubba walked in with his people. Bubba was rescued by PPI after he witnessed his family's murder by the step-son on a Halloween night. Bubba needs a friend and Mason will fit the bill.

We tracked ourselves and made announcements throughout the day of how close we were to our goal.

Gypsy was tied to a tree at age 2 months in February. No shelter, no food, no water. The dog wardens took her and brought the people up on

cruelty charges. She stayed in the pound for four months. She was so nice the wardens passed her by each time when it came time to euthanize weekly. Her new home saw her during our event and fell in love.

Wrapping It Up

How do we say goodbye to a cat or dog that has been in your home for so long? It's really hard. But you know that they will live a better life being one of a few pets rather than one of many in a foster home. It's difficult to imagine a home that will take some of the animals when one considers their special needs. Sometimes as a foster you think, "oh well they will live their life here." Not that you want that, but it's not as if Planned Pethood is going to euthanize and animal simply because it's been around too long. We don't operate like that.

At final count we adopted out **102** cats, **20** dogs and have **7** applications for dogs in progress to possibly adopt as they continue the background checks. . They numbers still aren't final, as vet checks and home visits are pending for a few dog applications.

Examples like this prove there is hope. It starts with YOU. We all play a part in making a difference in our community.

Here's all the people it took to make this a success. If your name was missed- we apologize in advance.

Preparing for the event included Denise Jacoby running some very important errands for us. Friday night set up and transportation was done by Dave Garrett, Lindsay Ash, Cheryl Kubista, Lindsay Forquer & her fiancé Taylor, Cindy Reinsel & her husband, Jamie & Chris Trabbic, James, Andrew & Colleen Donkel, and Mary Grove. Dan and Heidi Morey picked up, delivered and returned the tables and chairs loaned to us by McGregor Elementary. Maureen Davis picked up and delivered tents and tables borrowed from Randy & Janna Lake. Nancy Davis transported crates from the Perrysburg PetSmart to the Spring Meadows PetSmart.

Kelly & David Dimmer risked the early morning traffic to place signs at the busy intersections. They then retrieved the signs after the event so they could be reused and recycled. The scheduled volunteers to run the events for Saturday and Sunday included: Mason and his girlfriend, Megan, Cheryl Kubista, James, Andrew and Colleen Donkel, Mary Grove, Mike Hart, Meredith & Zach Kaufman, Kim & Mike Nagle, Linda Boyle, Sally Michaels, Grace Powers, Meg Corley, Wendy and Zach, Guerin, Cindy Belka, Nancy O'Brien, Dwaine Knutson & Laurie, Carol Cribbs, Carol Dunn, Jamie and Chris Trabbic, Amy Wise, Laura & Steve Malosh, Lindsay Forquer, Bonnie Tresnan, Andrea Knapik, Judy Szewczak, Heather Zion, Laurie Cantrell and her sister, Ron Brown, Amy & Phil Craig, Sarah Folger, Stefanie Stark, Wendy Batto, Mary Grove, Pam Underwood, Cindy Reinsel, Tina & Brandon Sewell, Laura Hoffman, Jen Kaster, Jenny Tharpe, Katie Maskey, Rebecca Krouse, Leslie Mc Carter, Barb & Sylvia Costilla, Theresa & Tim Grimes, Seneca Bowers, and Heidi Morey. Jennifer Herbert, Heather Seivert, Dan Morey and Kathy Lorah processed the dog adoption paperwork while Karen Latta, Julie Brown, Nancy Fisher, Lynn Henderman, Judy Dewitz, Karen Ardner, Tammy (Julie Brown's daughter), Julie Brown, and Lisa Frantz worked their magic processing the cat adoption paperwork. After the event Kathy Lorah, Bob Oates, Doy DiNardo, Mona Guinaugh did vet checks on Monday morning to keep the momentum moving on the pending applications. Sally Wehner, used her talent to take great pictures of the cats and dogs. Don Eberle and his BGSU students were always on the spot to help and lend a helping hand. Holly from PetSmart was a joy to work with.

2 of Mike Hart's sisters, Debbie and Yvonne; Nancy Fisher's sister; Linda Morrissey; Karen Russell; Jane Holman; Sherrie Stoll; Jen Branke; Judy Dewitz's neighbor; Bianca Naves and Harry Dewitz managed all the visitors looking at the cats.

Barb Dinardo and Deb Neville ran the Rossford events attended by the senior dogs. Bernadette Michaux picked up items and delivered much needed items in order for the Rossford events to run smoothly. Transporting several dogs

to the events were Mike Mike Severino, Jeanette Eckert, Leslie McCarter, Andrew Oberdierand Heather Tessler.

Cat and Matt Moore enjoyed some mother/son time by literally camping overnight at the location on Saturday so that the volunteers didn't have to tear everything down on Saturday to put it back up again on Sunday. And thank you to the Lucas County Deputy Sheriff who drove by a few times to check on them.

YOU made this a reality. **YOU** helped the animals in our community. Thank you for all your help and support.

