



Animal Welfare Association

Animal Tails

FALL 2014

awanj.org



Cover Dog: Carly

*Providing loving and humane treatment for
animals since 1948*

OUR MISSION

AWA is dedicated to eliminating animal suffering, promoting the importance of the human-animal bond and improving the role of animals in the well being of people.

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Voorhees, NJ 08043
Telephone: 856-424-2288
Website: www.awanj.org
E-mail: info@awanj.org

Our Programs

- *Adoption*
- *Foster Program*
- *Humane Education*
- *Outreach Program*
- *Pet Retention & Rehoming Support*
- *Pet Clinic (Vaccines/Wellness/ Exams)*
- *Pet-Assisted Therapy Program*
- *Shelter for Stray/Abandoned/ Unwanted Animals*
- *Spay/Neuter Program*
- *Summer Camp Program*
- *Transfer Program*
- *Volunteer Program*

Paws for Thought, A Note from the Executive Director

Dear Friends,

My kitty, Georgia, came from a dairy barn. My cat, Mr. Gregor, came with my college apartment. He was there the day I moved in and left with me the day I moved out. My dog, Zeek, was found on a hiking trail and given to me by the people who found him. Just in the past 10 years, I've adopted two cats and two dogs. I love them all regardless of whether they were given to me for free or if I paid an adoption fee. The cost of an adoption does not impact how deeply an adopter will attach to his/her new pet. Love is adoptable. Companionship is priceless.

We really believe this at AWA, which is why so many families come to AWA to adopt, tell others about AWA, and visit AWA with their adoptee. One of our tenets is that we believe in people and work to help them find their next pet in an open, information-seeking way. We've taken this approach so we can save more pets. At AWA, we monitor our adoption outcomes through post-adoption follow-up and support.

Fee-waived adoption events are a popular part of our adoption programs. Some critics say that lowering the adoption fee impacts the quality of adoption because they attract poorer adopters and people who want to harm animals. Yet what really impacts an adopted pet's chances at staying in his/her new home is the quality of the adoption process -- in how making matches is handled.

Adoption promotions succeed because adopters are human and respond to marketing tactics. A major hurdle for many shelters is getting people to come through their doors because people often think that shelters are sad and unwelcoming. AWA counters this by working with our staff to welcome perspective adopters. We strive to make the best matches between a pet's needs and an adopter's expectations.

Often, AWA's innovative programing reflects those that have been successfully implemented by national animal welfare charities -- including many who have studied fee-waived adoptions for years and actively endorse these promotions as a way to save lives. Specifically, Maddie's Fund, PetSmart Charities and ASPCA have all researched the impact of adoption quality in free adoptions. In 2006, the APSCA studied the "attachment levels" of cat adopters with a fee-versus-free adoption. The conclusion was that eliminating adoption fees didn't impact attachment levels -- the adopted cats were both valued and loved. Moreover, a 2012 adoption follow-up study confirmed that free adoptions did not result in abandonment or reduced care.

At AWA, we want our homeless animals to be in new homes quickly so that they can be loved and are not under the added stress of being kenneled. And as we continue to look forward, we will evaluate what we do based on results. We want to be a learning and nimble charity that embraces new ideas, if they save lives.

With Gratitude,



Executive Director



Happy "Tails" From Our Mailbox



"My name is Esther Maria. I was here at the AWA for a year. Everyone passed me by because I was too big. I love my new family and they say I'm great! I am fully litter box trained, seriously I am. I love a clean crate, I love to do flips in my yard. I am

very affectionate and will lay down for my family to pet me. I'd like to tell everyone to take that chance and give a furbaby like me a home. I'm a great girl who sat in the shelter way too long. Although everyone at AWA was nice to me, I LOVE BEING WITH A FOREVER FAMILY! Love, Esther Maria "

Ninco (3 legged cat) update:

"I know many wanted an update on him: we named him Toby. He is doing well, very well. Healed up great - walks around everywhere. Very sweet and laid back.

Loves to snuggle. He is running around and playing beautifully! He is healthy and such a great addition to our family! Thank you AWA for saving my baby!"



"Here's Jaeger (formerly Demetrius) right at home with my little guy one month after we brought him home. He instantly became a member of our family and these two have become best buddies."

"For my wife it was love at first site. She showed us Sadie's picture on AWA's website every night. We had just put down our Lab, and the house was just not the same. We went to AWA and Sadie was out for a walk. My wife asked to see her and that was it -- she was coming home with us! Sadie is an awesome dog. Her deafness does not cause any issues -- she seems to hear or feel vibrations from



load noises. If you call her name loud enough she turns her head. She loves sleeping on my daughters bed. Some evenings I will look in her room and Sadie has the whole bed while my daughter is in a little corner. When we come home she wags her tail and gives us kisses! We all love Sadie and are so happy she found us. Thank you AWA. " - David

Would you like to share a story about your pet? Please e-mail Ginag@awanj.org

A Special Thanks to Our Valued Sponsors



Premier Sponsor

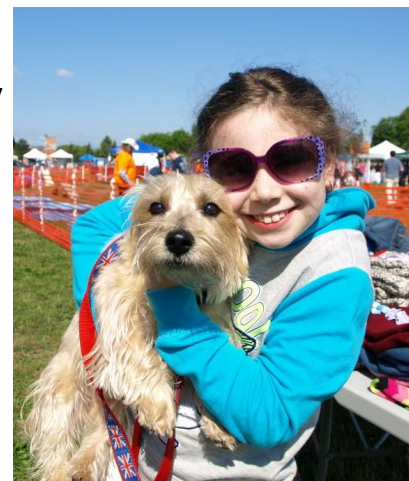


 Thank you for following us on Facebook. We now have 50,000 followers!

SUMMER of SUCCESS...



Our 2014 **Paws & Feet** event was our most successful yet! Four thousand people showed up to walk, run, or enjoy the Doggie Fun Day with their 4-legged BFF's! We raised an amazing \$106K for our animals!



Children had a “pawsome” time at AWA’s **Summer Camp**! The camp focused on art and teaching compassion for animals. “I had so much fun playing with the kittens, going on scavenger hunts, and making new friends,” says one camper. With 3 full sessions, the program was a huge success!



Our New “Friendraisers”

Hundreds of people - and their beloved canines - enjoyed AWA’s new “friendraising” events this summer!

Dogs had a blast participating in activities and slurping down our signature Bark-tini Bar™ at our on site “Yappy Hour”!

Thanks to our friends at the *Camden County Board of Freeholders*, our off-site “Bark in the Park” was fun for all!



N.J. Senator Norcross (center) stopped by for our “Bark in the Park” event at Timber Creek Dog Park

...AND LOADS of FUN!



Once upon a time, AWA saved 881 lives in one summer...

AWA was 1 of 50 shelters selected nationwide to compete in the **ASPCA Rachael Ray \$100K Challenge** this summer!

AWA took the Challenge to heart and created adoption specials and events around our *Once Upon A Shelter* theme to help our pets find their fairy "tail" endings in forever homes. Our dedicated staff, volunteers, and foster families stepped up, working long and hard on behalf of the pets in our shelter - including hosting our first on-site adopt-a-thon - and celebrated many happy adoptions! We had a "royally" fun time with our fairy "tail" theme, working with the community, and most importantly, **saving 881 lives**. In the end we were rewarded with a \$2,000 prize in the *Adoption Challenge Pet Photo Contest*, and knowing that we helped make 881 wishes come true!



What's Coming Up!

Bidding for a good cause: our 3rd annual **Bid for Pet's Sake** online auction will take place from **October 6th through the 28th**. If you have any items that you'd like to donate - gift cards, sports memorabilia, vacation packages, etc., we will be collecting them throughout the auction. Contact Maria at events@awanj.org to donate items. To participate, go to awanj.org/bids2014.



Come to our **Bark in the Park** dog party on Saturday, October 11th, from noon - 2pm at Timber Creek Dog Park in Gloucester Twp. Don't miss AWA's signature Bark-tini Bar™ and Yappetizers for dogs. There will be games, entertainment, and giveaways! *Presented by AWA and the Camden County Board of Freeholders*

AWA's **50/50 Raffle** sale starts mid-November. Check website for details.

AWA's Open House: Thursday, December 11th
Light refreshments, tours, 50/50 Raffle drawing, and fun! Save the Date! Check out our website for details at awanj.org.

Grants, donations, and planned giving



Spay those Cats and Snip those Pits!

For the 2nd year in a row, AWA has received a grant from PetSmart Charities which helps us **spay/neuter more than 3,000 owned, stray and feral cats**. It specifically targets locations that have historically been sources for high cat intake numbers at Camden County Animal Shelter. Reducing our community's cat euthanasia rate through positive efforts is something AWA is very proud of!

Additional blitz grants from PetSmart Charities allowed us to offer three special spay/neuter promotions to help control cat and dog overpopulation:

Happy Neuter Year helped us neuter 392 cats and dogs in

January; **Beat the Heat** helped us spay 214 cats in February; and **Primp Your Pit** helped us spay/neuter 100 pit-bull dogs in August as part of our commitment to help address the high impoundment and euthanasia of pit-bull dogs at many regional shelters.



Our **Pets for Life** Program continues to provide direct, hands-on help to pet owners in the City of Camden. We walk the neighborhoods twice a week handing out food and setting up appointments for spay/neuter and wellness care. Everyone wants to help their pet and this program makes it possible. "I love this program," says Brittany, an AWA staff member, "I love what it does and I definitely love the impact it has on the families." For more information, visit awanj.org/petsforlife.



Story of loss, impoundment, and a man's dedication wins \$5,000 in grant money from Petco. When the owner of "Charlie" died, Charlie ended up a stray and eventually in our shelter, where he was moved to our treatment room for medical care. During that time, his owner's friend had been calling shelters looking for Charlie. When this determined man found out we had his friend's cat in our care, he quickly came in to adopt him as his own. We love this story, and so did Petco!



Grants

Thanks to grants from the following foundations, AWA has been able to provide solution-based programs and services to help animals and people in our community:

- ◆ PetSmart Charities, Inc.
- ◆ ASPCA
- ◆ Petco Foundation
- ◆ Michele & Agnese Cestone Foundation
- ◆ Manny & Ruthy Cohen Foundation
- ◆ Rita & Harry Greenberger
- ◆ Michael & Patricia Levitt Family Charitable Foundation
- ◆ M. Edward Morris Foundation
- ◆ William G. Rohrer Charitable Foundation
- ◆ The Paul & Emily Singer Foundation
- ◆ South Jersey Industries Inc.
- ◆ Anonymous

Here's What Your Gifts Helped Us Accomplish in the First Half of the Year

Pets Adopted	1,477
Spay Neuter Surgeries	5,253
Pets Transported from Local Shelters	294
Pet Owners Counseled on Pet Retention	264
Pets that Received Free or Low Cost Wellness Care	3,588
Number of Logged Volunteer Hours	7,753
Pets Fostered	510

...support AWA's programs

The impact of Planned Gifts has kept AWA alive, literally...

AWA continuously strives to do more, but as our annual expenses increase, this becomes increasingly challenging. It is sad to think that tomorrow's pets may not be taken care of.

Planned Gifts make up 10% of our annual budget and are essential for AWA's survival. **Planned Gifts** provide safety and stability to AWA so we can weather downturns in the economy and launch new programs to save pets.

Planned Giving can help with AWA's future plans: a modern adoption center with natural light, cageless dog runs, additional treatment and exam rooms, and a room for kids to spend time learning about and caring for animals.

When there's a will, there is a way!

Often we aren't able to make the financial contributions we wish to when we are alive. You can become an AWA *Life Preserver* by including us in your will. It is as simple as letting us know in writing.



Planned Gifts Come in Several Forms:

Wills and Bequests • Annuities & Trusts - gifts that provide lifelong income • Life Insurance & Retirement Plans • Gifts of appreciated property • Lifeline Program - a gift that provides for the care of your pets when you no longer can

*A Planned Gift to Animal Welfare Association means that you're leaving a **legacy of love** for abandoned pets in our community. For more information, go to awanj.org/ways-to-help or call Maya Richmond at 856-424-2288, ext. 109.*

You Can Give to our Fall and Holiday Annual Appeals

MATCHING GIFT CHALLENGE

Your gift will **DOUBLE** to help twice the animals!



Go to awanj.org

Thanks to the support of an anonymous donor and *The Michele and Agnese Cestone Foundation*, **your gifts - from now until October 5th - will be matched up to \$15,000!** The *Match Appeal* helps us fund our direct animal care and operation costs for the fall. Each year the cost of things like needles, medicine, drugs, electricity, and insurance increase. Your gifts are the only reason we can do more *while paying more* for the essentials.



Holiday Annual Appeal

Help us reach our goal of raising \$50,000 for our homeless animals this holiday season!



You can donate all year round by giving to our **ANNUAL FUND DRIVE**
www.awanj.org/ways-to-help/donate-now
or by phone, call 856-424-2288, ext. 107.

Our Pet Clinic has been working hard helping pets in need...



Princess Hudson

A couple called and told the clinic staff that their dog had severe pyometra (infected uterus). Due to the cost of veterinary care, they were faced with the possibility of having their dog euthanized.

AWA Pet Clinic, with the assistance of Save The Animals Foundation (STAF) and a kind donor, were able to provide surgery and save this dog's life.



Honey

when Honey arrived at the Pet Clinic, she suffered from mange, was nearly hairless, and her skin was sore from inflammation. She had been "rescued" from the streets by a young man who took her into his home where she got on amazingly well with his family. Quickly her patches of hair began to grow back, probably because she was less stressed, but she itched terribly. His finances were tight so someone recommended our new Pet Clinic. Honey was diagnosed and a care plan was outlined. It required a visit to the Pet Clinic every 2 weeks for nearly 3 months. After months of dedication from her owner and treatment from our Pet Clinic, it was determined that Honey was healed.

Foster Parents Save Lives... and They're Not Always Human!

At AWA, fostering plays an integral part in the number of lives we save, and believe it or not, some of our foster parents aren't even human! Candice came to us with her four 8-week-old kittens from Camden County Animal Shelter. She was still lactating and not ready to be spayed. The next day a litter of kittens from Cumberland County SPCA arrived. Candice stepped up and started nursing 3 of the 5 kittens (pictured on right.) The other two kittens received care by an experienced bottle feeding (human) foster.

Fostering can be a rewarding experience. Dorothy M., a new foster parent said, " We just finished fostering for the very first time. I didn't know what

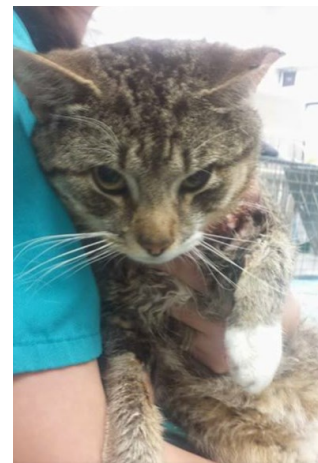


to expect and I must say it was a wonderful experience. We had two cats for a week and it was a pleasure and they were no trouble at all!"

If you would like to open your heart and your home and be part of our fostering program, please visit our website and click on our "Volunteer" tab. While you're there, watch AWA's exciting **CBS Morning Show** feature video on foster care!

Ponch

The owner of a friendly outdoor cat named Ponch came to the Pet Clinic to have him neutered. The owner mentioned that Ponch had some sort of wound on his neck. Once Ponch was sedated for surgery, it turned out he had an abscess on his neck that had ruptured. Our Pet Clinic staff cleaned up the area to reduce the risk of infection. Ponch had a quick and comfortable recovery!



Memorial and Tribute Donations

...are a special way to honor loved ones and pets. A card will be sent to whomever you wish us to notify. The following gifts were made between January 1, 2014 and July 31, 2014 for amounts of \$50 and over. Visit awanj.org/ways-to-help for comprehensive lists of tribute gifts.

In Memory Of

Judith Agnes

Michael Berg

Linda Alcott

Haddonfield Commons and Charlotte Stanbach

Marie "Ging" Anderson

Arlene Anderson

Peg and Vince Bowers and Family

Chris and Jim Collins

Robert Kopcho

Karen & David and Veronica & Dan Katz

Richard Sander

Adam A. Angelopoulos

Federal Manager's Association, Chapter 208

Lillian Emler

"Minnie" Baylie

Helen Eisele

"Panda" and "Pooh" Baer

Lisa Sirisky

"Princess" Bekes

Carolyn Bekes

Joseph Benson

Edward Guidara

Lisa Bernardino

Lorraine and Clarence Bowers

Valerie Bevan

George Bevan

Florence Bostdorf

Robin Mullen-Dagan

Christina Marie Bowdoin-Morrell

Dolores and Louis Grasmick

Anna Harris

Korean War Veterans, Chapter 54 and Mrs.

Dorothy Coffey-Trout

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Pennsville Middle School Faculty

"Freddie" Burdulis

Theresa and Jerry Burdulis

"Finn" & "Maggie" Calahan

Mike Wexler

"Daisy" Campiglia

Tiffany Campbell

Roberta Canuso

57 of Bert's Buddies

Agnes and William Campbell

Pat and Vito Canuso

Carmilla Gazzara

Road-Con, Inc.

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Annette Coppolino

Mr. and Mrs. Robert Cohen and family

Wayne, Alicia and Janelle DeFulio

Cynthia and Henry Kohn

Pasquale Conte

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Dannielle Moreno

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Susan and Keith Harrington

Michael Mason

Jim's colleagues at the New York State Office

Helen Holtzheimer

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Friends at IBM and ACE

Maryanne and Wayne Ingling

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John Sylvester

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Lillian C. Kearney

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Glenn Elias

Andy Lebrowitz

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 Lisa Rabeck-Pflugfelder
Sue Viola
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Andy Zebrowitz
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In Honor Of
Alex & Tracey's Wedding
 Renee and Gregory Emmons
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 Annette Reboli
Cameron's 1st Birthday
 Papa Joe Knowles
Lynne Chinnici & "Ranger"
 Jennifer Puelles
Ginny Ciocci's Retirement
 Co-workers and the Cherry Hill Public Library
Ed, Frances & Kyle Figaniak
 Janette Figaniak
Joanne Franco
 Michael Franco
Brianna Genovese's Birthday
 Vault Communications
Marc Graver and Kean Rosen
 Lisa Jacobson
Rebecca and Sidra Isenberg's Bat Mizvah
 Elizabeth and Mark DeYoung
"Jack" James' Holiday Spirit
 Charlotte Chasteen and Larry Smith
Jake Jeff on his graduation
 Nancy Lapidow-Johnson
The Wedding of Susan Kidder and Emily Wells
 Carolyn Erskine
 Donald Kidder
Patricia Matis
 Meredith Neely
Jack Nelson on his First Holy Communion
 Carol and Michael Nunno
Al Peak on his 90th Birthday
 Judith and Arthur Little
The Quinn Feral Cat Colony
 Elizabeth and Donald Quinn
Beverly Solomon's Birthday
 Joyce and Robert Butterweck
 Lloyd Franklin
 Rena Sherman
Fran Walker
 Joan and Jack McKeown
Marie Wright
 Beth Gamble

To make a gift tribute in honor of
 or in memory of a person or pet,
 please use the attached envelope
 or go to awanj.org and click on
 "Ways to Help."



Have an Old Clunker You'd Like to Donate?

Donate your car, truck, RV or
 boat—in any condition and *from*
 any location—and help us save
 animals while you get a tax
 deduction at the same time!

Through this simple act you will
 be helping AWA in our efforts to
 provide humane treatment of
 animals in South Jersey. Please
 spread the news to friends and
 family anywhere in the country.

Any of the three dedicated agents
 below can help you donate your
 vehicle to AWA:

* [Donation Line](http://www.donationline.com)
www.donationline.com
 1-877-227-7487

* [Vehicles for Charity](http://www.vehiclesforcharity.org)
www.vehiclesforcharity.org
 1-866-628-2277

* [Donate for Charity, Inc.](http://www.donateforcharity.com)
www.donateforcharity.com
 1-866-392-4483

Because of you, we can help pets like Attie...

A young man was sent to a foreclosed home to take pictures for insurance purposes. While working, he thought he heard a faint meowing. When he got upstairs he realized it was coming from the attic. He pulled down the hatch and found "Attie." She was so weak, she had trouble walking. He scooped her up and noticed a broken window and suspected she got into the home and then could not find her way back out. Although the other workers were in



a hurry to get the job done, the man refused to leave Attie there. He knocked on the next door neighbor's door to see if they had cat food and water, but after eating, she was clearly still hungry. He decided to bring her to AWA knowing that she was in need. On the ride over, Attie sat calmly on his lap. Upon arrival, Attie was examined by medical staff who found that she was underweight and dehydrated. The man agreed to sign her into our care so that we could get her healthy again and adopt her out. Although he was unable to keep her, he gave her a hug and kiss goodbye and wished her the best! He said he would send all of his friends here to adopt and thanked us profusely. Once Attie was healthy, a nice couple thought that an attic was no place for Attie, and gave her a forever home. Because we are a community of caring people, Attie had a happy ending.

MONTHLY GIVING

Consider a monthly recurring gift to AWA. With this type of consistent support, we can better plan for our animal care. It makes a huge difference to count on you every month!

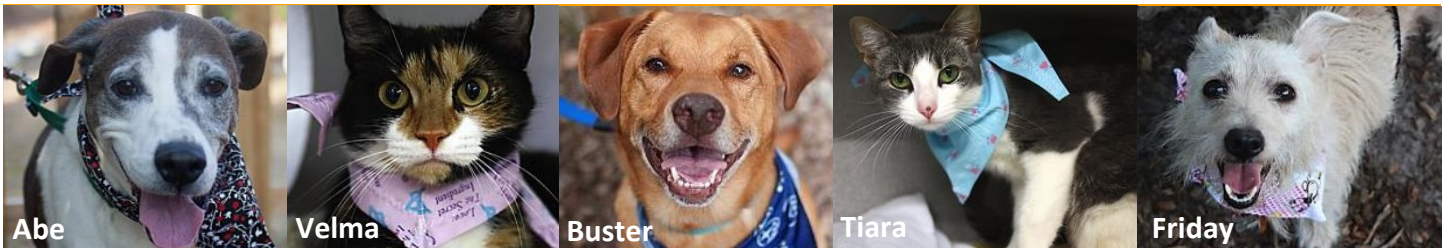
- ♥ For \$70, you can help an animal receive emergency surgery
- ♥ For \$30, we can spay or neuter a pet prior to adoption \$30
- ♥ For \$20, you can help feed or vaccinate a dog or cat in our care

For more information, check our website under "Ways to Help."

AWA is a charity. We receive no government or national funds. Everything that we do for animals and the people who love them is funded by donations, grants and funds that we raise through our programs. Each year we have a deficit because we always want to do more.

Thank you for caring!

Great Animals Looking for Homes....



YES, I WANT TO HELP!

Name:	
Address:	
City:	Email:
State:	Zip:
Please charge my credit card: () Visa () MasterCard () Amex () Discover	Donation Amount
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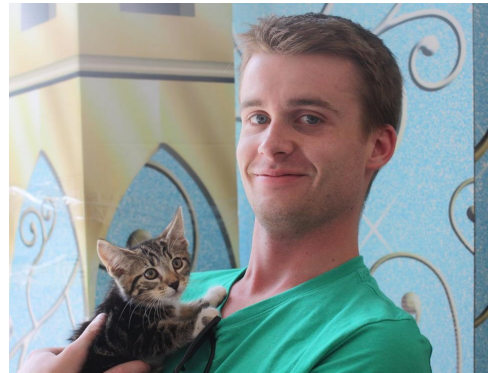
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