



TAILS FROM WAGS & WHISKERS

SPRING 2019



GERMAN
SHEPHERDS
LEARN TO
LOVE AGAIN

PAGE 4



PET ALLIANCE
of Greater Orlando



ONE AGENCY TWO LOCATIONS

ORLANDO LOCATION:

2727 Conroy Road
Orlando, FL 32839
(407) 351-7722

SANFORD LOCATION:

2800 County Home Road
Sanford, FL 32773
(407) 351-7722

PetAllianceOrlando.org

LEADERSHIP STAFF

STEVE BARDY

Executive Director

CATHY RODGERS

Director of Development

FRAILY RODRIGUEZ

Vice President of Operations

BOARD OF DIRECTORS

DOUGLAS GLICKEN

Chair

PAUL MCNAMARA

Vice Chair

JENNIFER GOTLEWSKI

Treasurer

MICHAEL THOMAS

Secretary

Joe Del Cueto

Christine Elias

Betsy Jacobs

Matthew Levine

Christine Elliott O'Neal

Josh Powers

Jerry "Scott" Swetnam, DVM

Julie Sutphin

2019: A YEAR OF OPPORTUNITIES

Dear Friends,

Can you believe it is 2019? Did you make any resolutions or commitments? Maybe it was a promise to do "more of this" or "less of that."



People always ask me, "what is your adoption goal?" I think they assume one of our goals is to increase the number of cats and dogs we take in to the shelter each year. That's not the case. At Pet Alliance, we focus on creating initiatives that reduce the need for surrendering a family pet or taking in unwanted animals.

This past year, we focused on two major initiatives: community cats and breed acceptance in rental communities. We decided on these two areas based on information from a variety of sources

including data we collected upon the intake of a cat or dog. For example, there is a good bit of information on the estimated 70,000 feral cats in Orange County. In addition, we will see about 2,000 homeless kittens at our shelters plus the calls we receive for other assistance. To help these cats, we partnered with several groups and created the Community Cat Initiative. As a result, we have dedicated every Friday in our Alafaya Clinic to provide surgeries for feral cats as part of a large scale Trap, Neuter, Return program.

Our dog initiative is more specific to larger breeds of dogs in rental communities. Unfortunately, there are only a couple dozen rental complexes in the area that have no breed or size restrictions. With the help of PetSmart Charities, we will increase our efforts in 2019 on the Pet Apartment Registry initiative to reach our goal of 100 rental communities that accept all breeds of dogs.

This past year also was significant for our Volunteer Program. We participated in Service Enterprise through support from the Best Friends Animal Society with the specific purpose of offering more volunteer opportunities in all aspects of Pet Alliance. And thanks to a partnership with JetBlue, we were able to collect data regarding the volunteer experience. As a result, we increased volunteer opportunities and experienced a huge increase in volunteer hours served -- we topped the year with 87,000 hours!

As we move into 2019 with our core life-saving programs, we will also have a few announcements that are sure to excite the community. From all of our cats and dogs, volunteers and staff, we hope this is your best year ever!

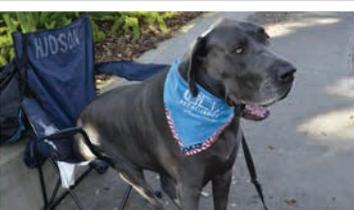
Executive Director

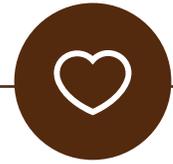


Thousands of dogs and their people came out to the 25th annual Paws in the Park! It was a record breaking year with \$125,543 raised to support Pet Alliance! Attendees enjoyed a fun day of dog games including the always popular dock diving and lure course and even had a chance to win in our "Best in Show" and "Sit/Stay" contests. 70 vendors and 10 food trucks were there for shopping and eating and the beer/cocktail garden was a popular hangout.

Thank you to all of our sponsors, vendors and the walkers that registered and raised money for making the day an enormous success! We'll be back next year at Lake Eola Park on February 8, 2020.

If you are interested in joining the event committee or getting involved in any way, please contact Event Manager Caryn Freas at cfreas@petallianceorlando.org or (407) 248-1744.





German Shepherds Learn to Love Again

Take a good long look at recent rescue Aroon and you notice a few things:

1. He has the goofiest smile that puts clowns to shame.
2. He's a German Shepherd with a story.

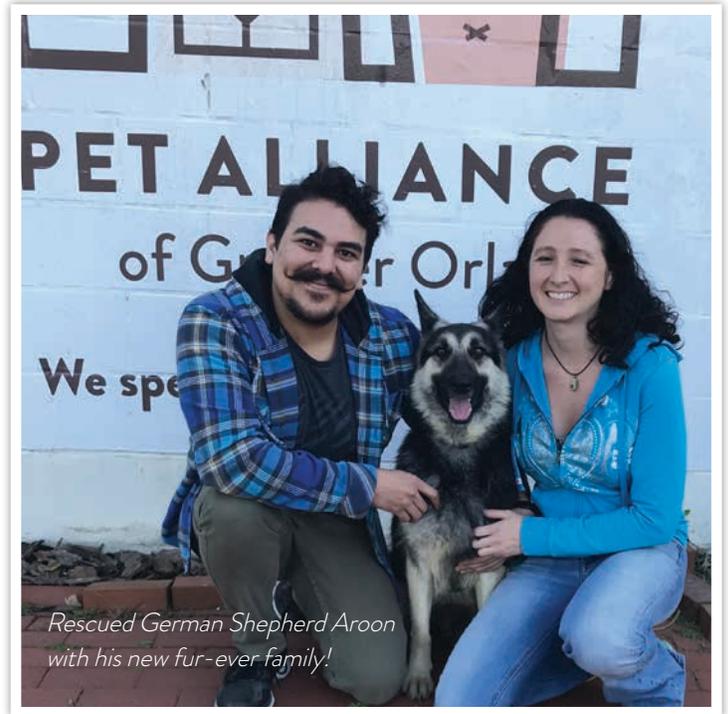
Pet Alliance of Greater Orlando was one of three first responders out of a network of multi-state animal welfare teams who aided in the rescue of hundreds of German Shepherds at the beginning of January 2019 — including Aroon. Staff, who are prepared to expect the worst from these kinds of recovery situations, were shocked by what they saw on the rural Georgia property.

“The dogs were living outside in terrible conditions. There was filth everywhere, they were barely sheltered from the elements, clearly underfed, and likely had conflict amongst themselves for resources for most of their lives,” said Director of Shelter Operations, Kathy Burns. “These dogs needed our help.”

So the team got to work transporting 21 German Shepherds back to Pet Alliance.

Rescue transfers are a huge undertaking that go beyond simply picking up and dropping off neglected animals. There are the necessary expenses after their capture needed to provide medical care, behavioral assessments, and boarding, but there's also the concept of time. Time needed to help these shepherds succeed within their new normal.

“These dogs needed our help.”



Rescued German Shepherd Aroon with his new fur-ever family!

“Recovery is different for every animal,” said Vice President of Operations, Fraily Rodriguez. “The neglect these animals experienced could define them for the rest of their lives. Our goal, and I think our supporters and adopters would agree, is to change that trajectory.”

The dogs are slowly being adopted out into loving homes and are going through the motions of experiencing simple things for the first time. Like walking on a leash, navigating stairs, the all important bubble bath, as well as receiving attention and love from humans.

So while a little stinky and unfamiliar with a lot of their new surroundings, adopters of several of the Shepherds note that they're just learning how to be a dog again. In particular, rescue Kahleesi who is “slowly coming around” and who recently “gave her first tail wag.”

Please consider supporting these Shepherds and the countless animals who share their plight as they find their forever homes by donating today.

petallianceorlando.org/ways-give/donate

Thank You PetSmart Charities!



Pet Alliance of Greater Orlando was awarded a total of \$112,000 from PetSmart Charities to support our lifesaving work. The donation represents donations for two different programs.

The first gift of \$52,000, supports Pet Alliance's Pet Apartment Registry. The Registry is an innovative program focused on increasing the number of available rental units that accept pet dogs regardless of breed or size. The second award of \$60,000 supports Pet Alliance's Community Cat Initiative. This program is working to reduce the number of homeless kittens and cats in the metro Orlando area through targeted trap-neuter-vaccine-release events.

PetSmart Charities is committed to finding lifelong, loving homes for all pets by supporting programs and thought leadership that bring people and pets together. Each year, millions of generous PetSmart shoppers help pets in need by donating to PetSmart Charities using the PIN pads at checkout registers inside PetSmart stores. In turn, PetSmart Charities efficiently uses more than 90 cents of every dollar donated to fulfill its role as the leading funder of animal welfare in North America, granting almost \$340 million since its inception in 1994,



ALOFT HOTEL ORLANDO has redefined fostering in a big way. Aloft Hotels began their **residence foster program** at their Asheville location, allowing it to expand as it increased in success. After seeing such high adoption rates around the country, the hotel decided Orlando would be the next perfect location. Staff members take turns caring for the dogs including walks every few hours, feeding, and providing daily affection. Since its inception in May of 2018, the unique partnership has helped to place 57 dogs with their new forever families, averaging two adoptions a week!

Pet Alliance of Greater Orlando is thankful for the partnership and dedication of the Aloft staff and their adopters.

Visit Aloft Orlando Downtown to visit the current foster. They are located at 500 S. Orange Avenue.



SAVE THE DATE FOR FURBALL 2019!

Saturday, November 2, 2019 • Four Seasons Resort Orlando

Save the date for the most fabulous and furry event of the year! Returning to the beautiful Four Seasons Resort at Walt Disney World, Furball promises to be the most fun gala you will attend this year. In addition to amazing auction items and great entertainment, Furball has the exclusive Cuddle Lounge featuring adoptable dogs and kittens! It is the only gala where you can go home with the rescue pet of your dreams. Tickets sold out fast last year, so be sure to reserve your seat early!

petallianceorlando.org/furball



FOUR SEASONS

RESORT

ORLANDO AT WALT DISNEY WORLD® RESORT



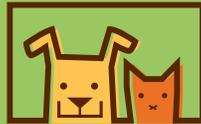
6,924

dogs and cats
adopted

1,542

dogs and cats transferred
from shelters that would
have euthanized them

2018
STATS



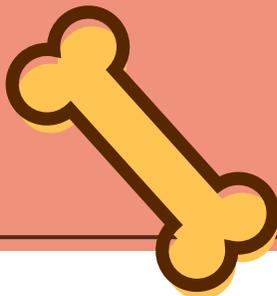
PET ALLIANCE
of Greater Orlando

30,000

pounds of Hill's
Science Diet consumed

73,000

pounds of cat litter
used by cats



1,603

kittens and puppies
fostered by volunteers



COMMUNITY CAT INITIATIVE

Did you know that there are more community/stray cats in Florida than any other state? It probably doesn't come as a big surprise, with our mild climate and high population, Florida is the perfect spot for a cat to survive even if it isn't living in a home. The problem is that these outdoor community cats continue to have kittens year round. This leads to overpopulation, increase demands on shelters like Pet Alliance and can create a nuisance for neighborhoods and businesses.

In an effort to help solve this problem, Pet Alliance has launched its Community Cat Initiative. This program is aimed at reducing the number of homeless kittens born each year through targeted, high volume trap-neuter-vaccine-release. Pet Alliance staff will work with CARE TNR and volunteers to identify colonies with 25 cats or more and then performing trapping events to capture the cats to be spayed/neutered and then released back to their colony. Once they can no longer have kittens the population will begin to decrease. This strategy has proven successful in many communities throughout the country.

All of the surgeries will be performed at the new Alafaya Clinic that Pet Alliance recently opened in partnership with Orange County. Each week, staff set traps on Thursday, collect the cats on Friday morning and take them to the Alafaya Clinic where Pet Alliance's staff veterinarian and her team perform the surgeries. Cats are then held overnight before being released.

The Community Cat Initiative is made possible due to the generous support of PetSmart Charities and Franklin's Friends. Interested in volunteering or finding out more? Contact Cathy Houde at choude@petallianceorlando.org.



ALAFAYA CLINIC

Need your pet's annual vaccines updated? Going on vacation and need a shot before you drop your dog off at the boarding facility? Stop by our new Alafaya Clinic Walk-in Vaccine Clinic on Saturdays - no appointment needed! We also perform spay and neuter surgeries during the week. Call our Customer Care Center to setup your surgery appointment.

Alafaya Clinic
12050 E. Colonial Drive
Orlando, FL 32826
(407) 351-7722

petallianceorlando.org/veterinary-care/alafaya/



IT TAKES A TEAM!

Volunteers help us with almost everything we do at Pet Alliance of Greater Orlando. Whether it's helping out potential dog adopters or giving some kitties enrichment in our shelters or delivering food to Animeals on Wheels clients, we could not do what we do without our volunteers. Thank you!

One special group of volunteers is our Paws in the Park committee.

This group of people help us plan and organize our largest annual event. We have people who help with social media, recruit vendors, assist with day of logistics and more. It takes a team of people to put on this event, and we are so grateful to have their help! If you are interested in helping out with event planning for either Paws in the Park or Furball, please contact Event Manager, Caryn Freas at cfreas@petallianceorlando.org.



BECOME A VOLUNTEER

There are many ways you can use your skills and talents to help out Pet Alliance! We have volunteer opportunities throughout our shelters, in the office and at events. If you are interested in learning more and attending an open house, check out petallianceorlando.org/volunteer.

- Shelter Volunteers - Bark Buddies and Kitty Cuddlers
- Foster Volunteers
- Community Engagement/Events
- Clinic Wellness/Surgery
- Office Assistance
- Community Cat Program