



# Solutions

*Helping Animals and the People Who Love Them*

Issue 18

December 2006

*SNAP's mission is to eliminate the need for euthanasia in our community's shelters, to reduce the number of homeless animals, and to educate the public about the importance of spay/neuter.*

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*SNAP is a Missouri 501(c)(3) nonprofit corporation.*

## What's inside

- Revolution: Part Two
- PetSmart Charities grant report
- Christmas light display to benefit SNAP



## Spay/neuter public education campaign to kick off in early 2007

As an animal lover and supporter of SNAP, you know that we have had success in our mission to provide spay/neuter assistance to low-income pet owners. In fact, by the time you read this, we will have issued 10,000 certificates! Thanks to you and our participating veterinarians, we can be proud of this record.

We are making a difference.

Another important aspect of our mission, educating the public, needs our attention. We would hope that all pet owners who can afford to have their pets fixed would do so in a timely manner. Unfortunately, the general public must be constantly reminded, as many myths still exist about spay/neuter. Public awareness of the importance of spay/neuter is the only answer.

To that end, we are planning our first ever public education campaign, which will officially kick off on February 27, 2007 (which coincides with Spay Day USA). We will focus on the importance of early age spay/neuter, as well as the behavioral benefits. We have committed to purchase at least one large ad to appear on the "tail" of a City Utilities bus. Circumstances required us to purchase the bus ad right away, so it may be on display by the time you read this. We will also distribute posters and flyers to about 90 pet-

related businesses; have a "Did You Know" segment in the News Leader in Education series; send press releases and public service announcements to local TV and radio stations; and implement other no- or low-cost ideas to educate the public.

The campaign will incur substantial



**By 7 months she could be a mother of 6.**  
**Spay and neuter early. No excuses.**

Spay Neuter Assistance Program - [www.snap123.org](http://www.snap123.org)



*A draft of our City Utilities bus ad, coming soon to a street near you.*

costs. We sought grant funding but received only a fraction of our request. However, our Board feels this campaign is crucial and voted unanimously to commit funding if necessary.

We are now in the final planning stages of the campaign. If you have contacts or ideas we could use, please let us know. **If you are able, we also ask that you support us financially in this important effort.**

As soon as the campaign literature is finalized, it will be available on our website. Please feel free to download the educational materials to share with others. And be watching for the SNAP bus!!

# REVOLUTION: PART TWO

## The changing face of animal welfare

In Part One of this series, we looked at the impact that targeted spay/neuter has had on animal welfare in the last 15 years. Part Two examines the effects of technology and the no-kill movement.

*IT grows up.* In 1991, did you own a home computer? Probably not. Did you use one at work? Maybe. Fifteen years later, Information Technology (IT) has become indispensable to most of us. We upload pictures from our digital cameras; send emails to friends, family and coworkers; download songs and podcasts to our iPods; and look up anything and everything on the Internet.

The effects of IT are nothing short of remarkable. Take something as simple as email. Because of email, animal welfare groups can send messages to hundreds of volunteers with a few keystrokes instead of cumbersome phone trees or “snail mail.” Email is a great timesaver and can be cost-effective, saving phone charges and postage.

All sorts of other IT communication and education tools have cropped up in recent years as well. For example, go to yahoo.com, click on groups, and search for “animal welfare.” You’ll find 456 listings! These discussion groups have topics such as fundraising, foal rescue, shelter adoption, disabled cats, and a host of other areas of interest to animal welfare experts and novices alike. Interested parties can join a group, post comments and questions, and exchange information and ideas with folks around the country or even around the world.

Other, more formally organized groups also exist. One of our favorites is the Best Friends No More Homeless Pets Forum. Each week an animal welfare expert offers advice and answers questions about a particular topic, such as holiday adoptions or

dog behavior. Another favorite is the PetSmart Charities Webinar, which lets participants be part of a “live” seminar, complete with audio, a slide presentation, and chat space to submit questions. And don’t forget the blogs!

The potential for learning through these venues is breathtaking. In 1991, they did not exist and we would have had a hard time even imagining that such a thing was in our future.



Another online phenomena is Petfinder. The idea seemed simple enough at the time: post some pictures of pets available for adoption and hope it helps find them forever homes. Today Petfinder lists over 200,000 adoptable pets and boasts a resource library and directory of shelters and rescue groups around the country. A search on Petfinder.com for “collie” resulted in listings for 103 dogs within 200 miles of Springfield. It is not an overstatement to say that Petfinder has revolutionized the way animals are adopted. A Springfield resident could adopt a collie from Oklahoma City and then work with online transport groups to get the dog from there to here. Pretty amazing when you stop and think about it!

We could go on and on about IT, but you get the idea. It has changed our lives and the lives of animals.

*Continued on page 4*

## New member welcome

### Individual

Julie Miller  
Pam Poirot

### Family

Ann & John  
Compton  
Susan Scobey &  
Scott Jones

### Student/Senior

Tara Calton

### Business

Brian Perdue  
Snak Attak

### Lifetime

Reagan Henry

## In Memoriam

*Earl Rothman*

*Rags, Tracy, and  
Rootie*



## The ultimate gift idea

Need a gift idea for that special animal or person in your life? We have a SNAPpy answer—one size fits all—that helps us fund our mission of assisting low income pet owners and educating the public about the importance of spay/neuter.

Just fill out the form on the last page of this newsletter and send it and a check to SNAP. We will be glad to send a card letting that special someone know that you have made a donation on their behalf. And remember.....unless you are anxious to give Uncle Sam an extra gift this year, all donations are tax-deductible! SNAPPY NEW YEAR!!

## BY THE NUMBERS: 10,000 certificates issued!



On November 15, 2006 we issued our 10,000th spay/neuter certificate! We feel a great sense of accomplishment and we hope you do, too. It could never have happened without your support. Our next milestone will come in about six months when we reach 10,000 completed surgeries. We've helped fix over 9,200 pets in six years, so we're well on our way!

## Bright lights in Brighton shine on SNAP!

For the second year, the Maserangs will be inviting the public to come and share the Christmas season at their business, Dorothy Digs Greenhouse & Gardens, in Brighton, MO, approximately 12 miles north of Springfield on Highway 13. They will have over 25,000 outside lights and will open their decorated home to visitors. This year, one of their greenhouses



will become Santa's workshop; another greenhouse will allow kids to make gifts, ornaments, stockings and other crafts (a minimal cost for materials).

Their display starts November 24<sup>th</sup>, continuing every Friday, Saturday and Sunday through December 31<sup>st</sup>. The crafts-for-kids greenhouse will be open from dark till 10pm. There is no admission charge; however, donations are welcomed and again this year, a portion of the proceeds will be given to SNAP!

It sounds like a fun evening for the whole family while supporting our mission. Call 742-2149 for details.

## REVOLUTION: PART TWO (continued)

*The no-kill movement.* In 1994 the city of San Francisco forever changed the world of animal welfare when the SPCA and Animal Control partnered to stop killing adoptable cats and dogs. By rejecting killing as a method of population control, San Francisco launched a movement that would become known as “no-kill.” The notion of no-kill has been invaluable because it introduced a new mindset and forced animal welfare organizations to rethink their roles and responsibilities. Many in the field say that the euthanasia debate is the best thing that ever happened to animal welfare because it challenged groups to develop new approaches. For years killing animals had been an acceptable way of controlling pet overpopulation. No more. There had to be a better way.

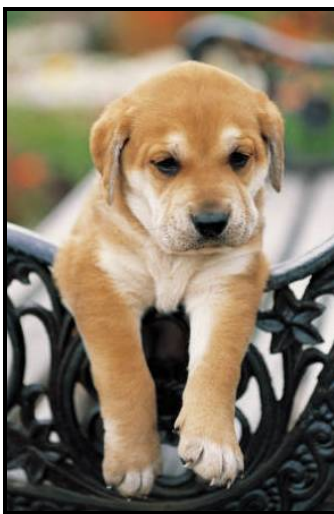
The idea of no-kill increased public interest in saving homeless animals and helped to boost shelter adoptions and enhance financial sup-

port for animal welfare organizations. In 1998, Maddie’s Fund grants were introduced and have distributed an unprecedented \$200 million to groups across the U.S. pledging to become no-kill.



Some communities have achieved no-kill status and have waiting lists of potential adopters for their animals, while others still have euthanasia rates as high as 85%. The most important thing to remember is that it can be done. There is hope for a community like ours, where the dream of no-kill has not yet been realized. Never underestimate the power of hope.

## PetSmart Charities grant comes to an end



In October the *Second Chances* grant came to a successful end. After a full year of persistent follow-up with clients who had previously qualified for SNAP’s services but never sent in their co-payments, we contacted nearly 200 pet owners and helped fix 316 pets, exceeding our original goal of 285. When we did some demographic comparisons between the *Second Chances* clients and our overall client base,

we found some surprising differences that made us even happier that we had undertaken this project. The *Second Chances* clients had lower monthly household incomes, a higher proportion of single-parent households, and a larger proportion of pets who were not current on rabies shots. The most profound difference, though, was the number of previous litters born. The pets of our overall client base have had an average of .7 litters. For *Second Chance* clients, the number of litters increased to 2.8, fully four times the overall average! In our opinion, this single statistic confirms the value of this project. The most important lesson we learned is the need for follow-up on our procrastinating clients, which we have every intention of doing!

# Letter from SNAP client

*To all at SNAP,*

*Thank you to all who donate their time, care and monetary support in efforts to minimize the overpopulation of pets. Because of your generosity we were able to get all of the cats fixed that we had adopted because of others dropping off their expectant cats "in the country." We've taken them in and cared for them, but couldn't afford to fix them. Thank you for helping us to continue to care for them. We will continue to love and support them all.*

*Krystle*



## Special Thanks

- ◆ A heartfelt thank-you to **Bradford Park Vet Hospital**. The SNAP donation canister there has brought in over \$600. Our sincere thanks to Bradford Park for your loyal support of our cause and our organization.
- ◆ Thanks to **Camp Bow Wow**, who held the first ever Woofstock this fall, complete with dog activities, concessions, nifty auction items, and lots of fun. Part of the proceeds from the event went to SNAP, and we are most grateful for Camp Bow Wow's support.
- ◆ Did you make it to SNAP night at **McAlister's Deli**? A group of volunteers donned their SNAP t-shirts and bused tables, served food, and refilled those glasses of sweet tea. Money was raised, delicious food was enjoyed, and a good time was had by all. Thanks, McAlister's!
- ◆ Our thanks to the Springfield-Greene County Park Board's Dog Park Committee, organizers of **Dogfest**. What a fun day! SNAP sold lots of our famous bandanas, handed out loads of educational literature, and petted lots of adorable dogs. Can't wait till next year!



*Picking out a new SNAP bandana at Dogfest was hard. There were so many styles to choose from!*

*SNAP supporter  
Wes Buffington  
and his dog  
Boomer at Dogfest.*



*If you would like to make a gift donation for Christmas, fill out the information below. SNAP will send a personalized greeting card directly to the recipient announcing a donation made in their honor. Gift amounts are not disclosed to recipients.*

I would like to make a gift donation.

**IN HONOR OF:**

Name \_\_\_\_\_

Address \_\_\_\_\_

City/St/Zip \_\_\_\_\_

**DONOR INFORMATION:**

Name \_\_\_\_\_

Address \_\_\_\_\_

City/St/Zip \_\_\_\_\_

*If you are not interested in making a gift donation at this time, there are lots of other ways to give.*

I want to support SNAP's work with the enclosed tax-deductible donation.

Please make a donation in memory of \_\_\_\_\_.

Please send me information on charitable estate giving .

I want to help! Please send information about becoming a SNAP volunteer.

Mail to:  
SNAP  
P.O. Box 14354  
Springfield, MO 65814  
(417)823-7627  
[www.snap123.org](http://www.snap123.org)



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