

## 2nd Chance 4 Pets 2012 Milestones

2012 was a productive year for the 2nd Chance 4 Pets volunteer team. Volunteers participated in a number of national animal welfare and veterinarian conferences and promoted *lifetime care planning* for companion animals by facilitating educational workshops. Since our work began in May 2004, the impact of our volunteer team has been significant. Because of our efforts, thousands of pet owners, veterinarians, and animal care organizations throughout the U.S. now recognize the significance of lifetime care for animal companions. Most importantly, they understand **how** to ensure care for pets, should these pets outlive their owners.

### 2012 Initiatives

- 2nd Chance 4 Pets announced a partnership with the Colorado non-profit program, Pets Forever, in 2012. Through the partnership, Pets Forever provides their clients with educational literature from 2nd Chance 4 Pets to help ensure that pets will be cared for in the event that the pets outlive their humans.
- Recruiting skilled and experienced volunteers has proven essential to the success of 2nd Chance 4 Pets. 2012 marked the second year working closely with the New Hampshire Workplace Service Bureau. This collaboration has resulted in a reliable source of skilled volunteers available to assist weekly with a variety of virtual volunteer assignments. 2nd Chance 4 Pets continues to experience tremendous success recruiting talented volunteers through Volunteermatch.org and Hands On Network. We have received more than 3000 volunteer referrals through Volunteermatch.org since we first started working with them in 2004.
- 2nd Chance 4 Pets continued to expand their media presence through published articles and web-based materials. 2nd Chance 4 Pets was featured in The Association of Pet Dog Trainer's *Chronicle of the Dog* and *The Whole Dog Journal*, reaching approximately 39,000 readers. In the April issue of *The Whole Dog Journal*, 2nd Chance 4 Pets was referenced as an "important resource that comes highly recommended by estate planning attorneys and the animal welfare community." The organization will be featured in a full-length article in the 2013 Spring edition of the Humane Society of the United States' *Animal Sheltering* magazine, reaching 8,000 readers.

### Participation in 2012 National Conferences, Events and Workshops

- Outreach to **U.S. animal welfare groups** remained a priority for 2nd Chance 4 Pets in 2012. More than 1,100 U.S. animal welfare groups used content provided to them through our participation at conferences and webinars.
- 2nd Chance 4 Pets Director, Amy Shever, was elected Vice President of the **American Veterinary Exhibitors' Association (AVEA)** on May 16, 2012. Since 1936, the AVEA has provided veterinary exhibitors and associations a forum for the exchange of mutually beneficial information supporting the veterinarian community.
- Amy delivered a presentation at the **International Animal Center Education Services (ACES) Conference** held in San Diego, California from September 27-29, 2012. The emphasis of the ACES conference is to provide "tools and education to save the lives of animals and end euthanasia." During the conference, Amy participated in a live interview for **KUSI TV**. She spoke about the need for responsible pet owners to spay and neuter their pets, use pet identification, adopt pets from shelters and rescue groups, and develop a plan for their pets should their pets outlive them.
- Amy led a webinar for **PetSmart Charities** in October 2012. The webinar outlined basic steps that every responsible pet owner should take to ensure that their pets will always receive lifetime care.
- Conferences where 2nd Chance 4 Pets volunteers participated in 2012:
  - January 13-18, 2012: North American Veterinary Conference (NAVC) Orlando | Speaker/Exhibitor
  - February 15-19, 2012: Western Veterinary Conference (WVC), Las Vegas, NV | Exhibitor
  - May 21-24, 2012: Humane Society of the United States (HSUS) Animal Care Expo, Las Vegas, NV | Exhibitor
  - August 11-15, 2012: Association of Avian Veterinarians (AAV), Louisville, Kentucky | Speaker
  - September 27-28, 2012: Tennessee Animal Care and Control Conference, Cool Springs TN | Exhibitor
  - September 27-29, 2012: International Animal Welfare Conference (ACES), San Diego | Speaker
  - October 25-28, 2012: Best Friends Animal Society No More Homeless Pets Conference, Las Vegas, NV | Exhibitor

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