

2nd Chance 4 Pets 2014 Milestones

2nd Chance 4 Pets had a productive and rewarding year in 2014. Our volunteer team promoted *lifetime care planning* for companion animals by facilitating educational workshops, participating at a number of national animal welfare and veterinary conferences, and getting the word out through our partners.

Since 2nd Chance 4 Pets began in May 2004, our impact has been significant. Due of our efforts, thousands of pet owners, veterinarians, and animal care organizations throughout the United States now recognize the importance of lifetime care for animal companions. And most importantly, they understand **how** to ensure care for pets in the event that the pets outlive their owners.

2014 Highlights

- 2nd Chance for Pets participated in two fundraising events in 2014, partnering with Whimsical Pet Portraits and Nashville's Hippy Radio 94.5. In April, Hippy Radio hosted a benefit concert at the Franklin, TN Theatre. Close to \$8,000 was raised from the concert. This money was used in support of our work to keep orphaned pets out of animal shelters. In October, Whimsical Pet Portraits hosted an online event for pet owners who purchased one of their custom-painted pet portraits. 30% of the event proceeds were donated to 2nd Chance 4 Pets.
- 2nd Chance for Pets was featured in the November issue of *Cat Fancy* Magazine (circulation 194,000). The article "Choose Your Cat's Godparents" outlines the steps necessary in planning to ensure that pets will continue to be cared for should something happen to their pet owner. 2nd Chance 4 Pets was also featured in *The Association of Pet Dog Trainer's Chronicle of the Dog* (circulation 6,000), *The Whole Dog Journal* (circulation 33,000), and multiple interviews on National Public Radio.
- In 2014, our volunteers focused on developing partnerships with key organizations who help distribute our resources to responsible pet owners throughout the country. Some of the non-profit organizations we collaborate with include Old Friends Senior Dog Sanctuary, Foster Parrots, The Grey Muzzle Organization, The Council on Aging (Sonoma County, California), Cornerstone Hospice (Northeast Florida), Pets Forever (Colorado State University), and Lucky Parrot Refuge & Sanctuary.
- Recruiting skilled and experienced volunteers is key to our success. We are in our third year of working with the New Hampshire Workplace Service Bureau. This collaboration has resulted in a reliable source of skilled volunteers who assist with weekly virtual volunteer projects. We also continue to recruit talented volunteers through Volunteermatch.org and the Hands On Network.

2014 National Conferences and Workshops

2nd Chance 4 Pets volunteers participated in the following conferences in 2014:

- February 2014: Western Veterinary Conference (WVC), Las Vegas, NV (attendance 13,000)
- March 2014: American Animal Hospital Association (AAHA), Nashville, TN (attendance 3,500)
- June 2014: American College of Veterinary Internal Medicine (ACVIM), Nashville, TN (attendance 4,500)

2nd Chance for Pets is celebrating the 10th year of our Veterinarian Outreach Program.

In 2015, 2nd Chance 4 Pets volunteers will be participating in the following conferences:

- January 2015: North American Veterinary Community Conference (NAVC), Orlando, FL (attendance 16,000)
- March 2015: Aging in America Conference, Chicago, IL (attendance 2,500)
- July 2015: Best Friends National Conference, Atlanta, GA (attendance 550)
- September 2015: Pet Sitters World Educational Conference & Expo, Myrtle Beach, S.C. (attendance 500)

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