

# COMPANION

IF YOU FIND IT HARD TO THINK ABOUT LIFE WITHOUT YOUR PET...IMAGINE YOUR PET'S LIFE WITHOUT YOU.

**OVER 500,000 PETS ARE ORPHANED EACH YEAR DUE TO THE DEATH OR DISABILITY OF THEIR HUMAN COMPANIONS. 2ND CHANCE 4 PETS IS THE FIRST ORGANIZATION TO FOCUS THEIR EFFORTS ON THIS LONG, UNRECOGNIZED ISSUE.**

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## DIRECTOR'S CORNER

*Dear Friends,*

Welcome to the first edition of *Companion*. In case you are not familiar with 2nd Chance 4 Pets, we are a volunteer-run, nonprofit organization that has been established to reduce the number of pets being relinquished and euthanized in shelters

due to the death or incapacity of their human companions. Tragically, more than 500,000 pets each year are put to death simply because the pet owner did not have firm arrangements to guarantee their pets' lifetime care. Our goal this year is to continue to get the word out about this issue, educate pet owners about their planning options and make sure our pets are guaranteed care for life no matter what happens to the pet owner. I hope you enjoy our newsletter and please visit our website for more information about our cause [www.2ndchance4pets.org](http://www.2ndchance4pets.org). If you are in the position to donate or volunteer, please contact us at (408) 871-1133. Our address is 1484 Pollard Rd, No 444, Los Gatos, CA. 95032. On behalf of pets across the US, thank you!

Warm wishes,



Amy Shever

Director of 2nd Chance 4 Pets



Volunteer, Dan Vold, with our Canine Executive Officers (CEOs), Jake and Spencer



If you would like to donate to 2nd Chance 4 Pets, please use the enclosed envelope or please visit our website, [www.2ndchance4pets.org](http://www.2ndchance4pets.org), where you can donate through Network for Good. Simply click on the "Donate Now" button. 2nd Chance 4 Pets is a 501(c)3 organization. Our tax ID number 13-4280812.

## 2ND CHANCE 4 PETS SELECTED BY KETCHUM PR GROUP

Ketchum is one of the world's leading public relations agencies. Founded in 1923, Ketchum ([www.ketchum.com](http://www.ketchum.com)) is a full-service communications company whose clients include FedEx, Delta Air Lines, Kodak and Levi Strauss. Ketchum's Western Region will be providing pro-bono work for three non-profit organizations in 2005. 2nd Chance 4 Pets was selected as one of these organizations! We will be meeting in January with Ketchum's senior team in San Francisco to discuss rollout activities for our Adopt-An-Orphaned-Pet-Day (September 2005). We will update our website with all the details!

## BUT I WANT A PURE BREED!

Just because you are looking for a special breed doesn't mean your only option is to go to a breeder! Shelter and rescue groups are packed with pure breeds. Over 6000 shelters and rescue groups post information about pure breeds (and mutts to!) at [www.petfinder.com](http://www.petfinder.com). You can search by zip code and by breed and find that perfect companion right on the internet.

## BEST FRIENDS "575" ART EXHIBIT

2nd Chance 4 Pets volunteers assisted with the efforts of Congressman Lantos's office and Pets In Need to bring the Best Friends Art Project to the Bay Area in October 2004. We are continuing to work with the Best Friends team to bring the exhibit to other cities. We personally experienced how this exhibit inspires and affects individuals- those dedicated to animal welfare causes and those who have never been exposed to the plight of homeless animals. This compilation of art is truly a moving tribute to companion animals and it's a new way for all of us to influence positive change in our communities. The exhibit will surely result in creating awareness and reducing the number of animals euthanized each year. Details and photos can be found at <http://www.cyrusmejia.com>.



Cyrus Mejia, one of the founders of the Best Friends Animal Sanctuary and the creator of the "575" Art Exhibit in front of one of the most powerful pieces at the exhibit, "Empty Nest".

## PLANNING OPTIONS FOR YOUR PETS

In addition to finding someone dedicated to taking care of your pets in case of an emergency—or something more serious—here are several options for ensuring the lifetime care of your pets:

**PetGuardian**, [www.petguardian.com](http://www.petguardian.com), (call toll free 888-843-4040) provides a comprehensive program for up to 4 pets that costs \$500 and includes:

- A Customized Pet Trust Document
- Cost Analysis to determine how much you should set aside for your pets
- Care Instructions that outlines how your pets should be cared for
- Backup Caregiver Program provided by Best Friends Animal Society

### Pet Trusts Created by Estate Planners

While a pet trust may not be completely foolproof, pet trusts can be a good option. They typically cost \$1000-\$2000 to set up. An excellent resource is [www.estateplanningforpets.org](http://www.estateplanningforpets.org).

### Sanctuaries and Lifetime Care Programs

for people who have no one that can serve as a potential caregiver, these programs can serve as good options but may not be able to provide the level of care your pets are accustomed to. We recommend that you inspect the program or facility to make sure it could be an environment where your pet will receive adequate love and care. For complete listings of programs go to [www.petguardian.com/petguardiancommunity](http://www.petguardian.com/petguardiancommunity).

For more information about planning options go to [www.2ndchance4pets.org](http://www.2ndchance4pets.org) or call (408) 871-1133.

## WILL YOUR PET ALWAYS HAVE A HOME? READ THIS!

The following letter is reprinted by permission of Mike Arms, Executive Director of the Helen Woodward Animal Center. Mike is a hero to thousands of homeless animals and an inspiration to pet owners and animal welfare groups. If you are in the San Diego area, stop by and see the Helen Woodward Animal Center, a haven for pets in need. For more information about the Helen Woodward Animal Center please go to [www.animalcenter.org](http://www.animalcenter.org).

## COULD THIS HAPPEN? YOU BET!

This morning I woke up feeling great. Ran to the door and found my best friend waiting for me. We went for our usual morning walk. My friend does most of the talking, but I am happy just to be listening. My best friend's words are always soothing and comforting. After our walk, we went back home and had breakfast together. I got kissed on my nose and my best friend went off to work. Now comes my boring time. I walk around the house making sure everything is safe and secure, then I just lay on the couch or the bed or the easy chair waiting for my best friend to come home.

Today is different. Night has fallen. My friend normally is home by now. It is getting late. I'm starting to worry. I hope she gets home soon. I'm starting to get hungry. You know I don't care if I get to eat or not. I don't complain. Please come home. I miss you. I am so tired now. Why is it getting light out again? This is so strange. I need to get on the bed. I can smell my friend was here. This is where I feel safe. Wait! I hear someone at the door-it must be her, No, it is someone I don't know. Who are you? Why are you coming in here? Are you going to hurt me? Rob my friend's home? What am I supposed to do? I know. I will act mean. I will growl, bark, defend my friend's home the best that I can. They have just put a leash on me. They are trying to talk calmly to me, but I don't trust them. I will still act mean. I just heard them say my friends name and something about a fatal heart attack. Now I am in a small cement barred area. This is not the food I normally eat. These are not the smells I normally smell. I am so scared. I still need to act mean. I know my friend must be trying to find me. I have been here for about a week now. I hear people talking about me being aggressive. Wait. They are opening my door. They are putting that leash on me again. My friend must be here. Now I am in the exam room. Oh I see the needle again. My friend always told me the needles will help keep me healthy. I felt the pinch-this needle is different. Something is happening. I feel very sleepy...where is my friend?

We know how much you care about your beloved pets. Please make sure this does not happen to your friends.

## PETS WITHOUT POLITICS

In an effort to collaborate with local Bay Area rescue groups, 2nd Chance 4 Pets volunteers have organized a new local group, Pets Without Politics. We realize that helping with the plight of homeless animals is something that can be best achieved by collaborating with other groups. We are very excited about the prospect of improving the situation in our community, guaranteeing life for pets and ensuring quality of life for our pets.

## THANKS TO OUR SUPPORTERS AND VOLUNTEERS!

Being a start up nonprofit organization, we are grateful and overwhelmed with the support we have received. We appreciate your time and contributions. No donation is too small!

Thank you...

Intuit for Quickbooks Software Donation

Laura Noss and Social Planets PR

Karen Hansen

Andy Meadows and Live Oak Hosting

Jared Moon

Wilson, Sonsini, Goodrich & Rosati

Icing on the Cake

The Tech Museum

Amy Farnham, Sneaky Puppy Design

Diane Sangster, Pixel Gym

Helena Ashanetsky

Melissa Jurist

Barbara Saunders

Leslie Rivlin

Gail Garabedian

Denise Griffiths

Rob Gardner

Aldo's

Eight in One Pet Products

Margaret Hoopes

The Adelson's

Merrick Pet Specialties

Vybrant Technologies

Loving Pets Magazine

Bark in the Park San Jose

Fido Friendly

A very special THANK YOU to Animal Welfare Trust who has made it possible for us to launch our first literature campaign allowing us to distribute information to help pets and their human companions across the country. Together we will help save pets lives, bring peace of mind to pet owners and reduce the burden to animal shelter and rescue groups.

## BARK IN THE PARK

In September 2004, 2nd Chance 4 Pets participated in San Jose's annual Bark in the Park event. More than 10,000 pet owners and their dogs attended. Our volunteers handed out over 6000 Emergency ID cards and literature packets during the event and signed up many new volunteers.



Dan Vold and Amy Shever, the first shift of volunteers from 2nd Chance 4 Pets, setting up the booth before the crowds arrive!

## COME VOLUNTEER WITH US

If you would like to contribute your skills to our efforts, here are some of our (home-based) volunteer positions:

- Creative design for our Adopt-An-Orphaned-Pet-Day 2005
- Web postings
- Writers and editors
- Organizing and updating our small sanctuary information
- IT help needed to develop our "caregiver match" database
- IT help needed to develop a "create a trust" program
- Web research
- Help with fundraising activities & coordinating events

If you can provide your time, please send an email to [amy@2ndchance4pets.org](mailto:amy@2ndchance4pets.org) or call (408) 871-1133.



## 2ND CHANCE 4 PETS IN 2005

Full steam ahead! Our group has big plans for 2005. In addition to focusing on our 2nd Annual Adopt-An-Orphaned-Pet-Day and the 1st Pampered Pooches event, we are going all-out to create ways for every pet owner to have a plan for the lifetime care of their pets. Some specific goals include the development of a "caregiver match database" and a "create-a-trust" program (no limit on the number of pets). We will continue to concentrate on education through the distribution of literature and our participation in speaking opportunities to Hospice and AIDS groups, shelter and rescue groups and veterinarians. Plans are also in place to begin work on an education program for kids. Stay tuned for more!

Your donations will help us achieve our goals. If you can support us please visit our website [www.2ndchance4pets.org](http://www.2ndchance4pets.org), call us at (408) 871-1133 or write to us at 1484 Pollard Rd, No 444, Los Gatos, CA. 95032. No donation is too small!

## IS THERE A BIRD IN YOUR FAMILY?



Some birds can live as long as 70-80 years. But many pet owners forget to consider a bird's longevity when they acquire this type of pet. Designating potential caregivers will help ensure your bird receives love and care for life.

## ADOPT AN ORPHANED PET DAY

On the eve of remembrance of the tragedy of 9-11, 2nd Chance 4 Pets launched a national campaign this to promote adopting orphaned pets from shelters. Adopt an Orphaned Pet Day was launched this past September to help to create awareness and reduce the numbers of companion animals needlessly euthanized throughout the US each year.

Adopt an Orphaned Pet Day has been established in tribute to the 800 pets that were orphaned on 9 -11 in New York City when their human companions whose average age was 39 years old tragically died. Fortunately, animal rescue groups across the country joined forces to find new homes for these pets. Unfortunately, there are not enough resources to currently help find homes for all 500,000 pets that become orphaned each year when their owners die.

Pet owners predecease their pets due to natural and man-made tragedies- hurricanes, fires, floods, car accidents and even terrorism. Unfortunately, there are 500,000 reasons for pet owners to plan for the lifetime care of their pets while they are able to make such important decisions.

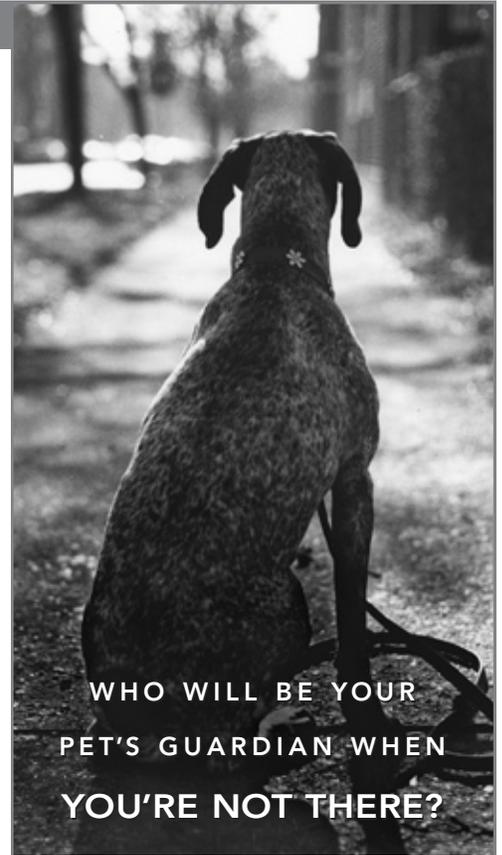
"Most responsible pet owners are not aware of the planning options that are available to ensure continuous care for their pets", says Amy Shever, Director of 2nd Chance 4 Pets. "Our organization is helping pet owners plan for the lifetime care of their pets by assisting them with establishing emergency plans, and encouraging them to select other caregivers who are committed to caring for their pets."

"575 dogs and cats were put to death in US shelters every hour last year," says Cyrus Mejia, artist and creator of The Best Friends Animal Society Art Project, a memorial to these pets. "Since many of these animals are healthy and adoptable the efforts of 2nd Chance 4 Pets have tremendous potential to significantly reduce these numbers. It will guarantee life for pets that have provided constant love and companionship."

In California alone, animal control agencies and shelters euthanize an estimated 750,000 to 1 million dogs and cats annually to deal with the surplus of companion animals. This method of animal control costs California taxpayers in excess of \$50 million annually (Assembly Bill 2513). Spay and neuter programs represent the most successful organized prevention strategy to reduce the number of pets relinquished to animal shelters each year. These programs have reduced unwanted breeding and population, but the numbers of pets still being euthanized throughout the country is still at epidemic levels.

"The tragedy of 9 -11 forced many of us to realize that we need to plan ahead for the care of all aspects of our lives – including our pets," explains Jane Hoffman, President of the Mayor's Alliance for NYC's Animals. "We are encouraging pet owners to make sure that should anything happen, their pets are cared for. The lives of thousands of animals will be saved, and pet owners will benefit from peace of mind knowing that they have planned for the lifetime care of their pets."

2nd Chance 4 Pets is working with organizations and businesses such as Best Friends, Helen Woodward Animal Center, Petfinder.com and others to organize the 2nd Annual Adopt-An-Orphaned-Pet-Day. If you or your organization would like to participate, please send an email to [amy@2ndchance4pets.org](mailto:amy@2ndchance4pets.org).



WHO WILL BE YOUR  
PET'S GUARDIAN WHEN  
YOU'RE NOT THERE?



PetGuardian

Providing loving care for your pet is a lifelong commitment. Who will be there to honor this commitment if you no longer can?

Year after year, thousands of helpless pets are euthanized after their owners have died. Visit us at [www.petguardian.com](http://www.petguardian.com) or call **1.888.843.4040** to find out how to establish an affordable PetGuardian Pet Trust Plan to ensure the lifelong care of your pet.



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## EXCHANGING IDEAS IN PHILLY

2nd Chance 4 Pets met with other nonprofit animal welfare groups at American Humane's National Conference held September 2004 in Philadelphia. Hundreds of shelter and rescue groups received our Emergency ID cards and literature during the conference. Meetings were held with American Humane's President, Marie Wheatley and Helen Woodward's Executive Director, Mike Arms to plan for next year's Adopt-An-Orphaned-Pet-Day.

## PAMPERED POOCHES: INDULGE YOUR PETS!

Ready for some fun? 2nd Chance 4 Pets along with Mutt of San Jose, Peets Coffee and local Bay Area rescue groups will be holding a Pampered Pooches Fundraising and Adoption Event in 2005. Details will be posted to our website shortly. Just in case you might be wondering, we are planning to include massage, grooming, therapy and acupuncture and maybe even a psychic..for dogs only!!

## COMING IN THE NEXT ISSUE OF THE COMPANION NEWSLETTER

We are listening to you! Many of you who have called or written to us have lots of questions about pet trusts. We plan to include sound information about pet trusts in the next issue of our newsletter.

Another common question we hear is how to plan for your pets when you have a houseful of them! We will be featuring an article based on an interview with Peggy Hoyt (see *Meet Our Advisory Board Members*) that addresses how a human caregiver can leave their home and pets to an animal care panel who will be responsible for identifying a new caregiver for your pets upon your death or disability.

Please contact us if you have suggestions for what you would like to see in our next newsletter!

## COMPONENTS OF A LIFETIME CARE PLAN

Our pets do so much for us, yet few of us have done anything to ensure the long-term care for our pets. Having a lifetime care plan for your pets will provide peace of mind by insuring that the animals you love have the kind of life you want to give them – even if you're not around to provide care.

*A comprehensive care plan includes:*

**CAREGIVERS** — Identify people who could step in to take care of your pets temporarily, in the hours, days, or weeks after an emergency, or who would adopt your pets should you die or become incapacitated. If you cannot find friends, relatives, or neighbors to care for your pets, your veterinarian, local pet sitters and animal rescue groups may be able to help you locate potential caregivers.

**INSTRUCTIONS** — How do you want your pets to live – in another household or in a sanctuary? What kind of special care do your pets require? Do you want your pets to stay together? To make sure that your wishes are followed, your instructions must be written down and someone must know where to find them.

**FINANCING** — You pay for food, shelter, supplies and medical care for your pets. Those expenses won't stop if you aren't here to pay them. You may want to set aside funds for temporary or foster care, transportation to a new home and the ongoing care for your pets.

Please visit our website [www.2ndchance4pets.org](http://www.2ndchance4pets.org) for additional information.

## Art for the animals by Best Friends artist Cyrus Mejia



Original oils, limited edition prints  
and commissioned pet portraits.

[www.cyrusmejia.com](http://www.cyrusmejia.com)

## PET INSURANCE, PEACE OF MIND

Reprinted by permission of PetGuardian

Not so long ago, it was the inherent usefulness of animals that made them an important part of people's lives; the animals performed a specific task, and it was relatively easy to calculate their value accordingly. Today, by contrast, 81% of U.S. pet owners view their animals as family, or even children. How do you put a price on the well-being of a family member?

More than 60% of U.S. households own at least one dog or cat; many others have birds and more exotic companions. Every year, pet owners in this country spend more than \$11 billion on medical services for these animals. With veterinary costs on the rise (one estimate puts the increase at 30% per year), there is growing interest in finding ways to ensure optimal medical care for pets without bankrupting their owners.

Another important factor in the discussion is the ever-increasing breadth of medical services available for animals. Cancer treatment, pacemakers, bone grafts, organ transplants, joint replacements, MRIs and CAT scans, ultrasound testing, endoscopy, urine and blood analysis—these procedures are no longer just for humans. People who are willing to invest the necessary time and money can find a qualified veterinary specialist to treat virtually any ailment their pet may develop.

Proactive planning for major veterinary expenses is something every responsible pet owner should be concerned with. With no plan in place, the heartbreaking choice is all too often "financial euthanasia." Pet insurance is one way to ensure that a beloved pet is never denied critically needed treatment due to lack of financial resources.

Pet insurance is basically indemnity coverage that is designed to take care of unforeseen events. In the U.S., it falls under the property and casualty requirements of state insurance departments; the insurance company that underwrites the policy must be licensed and admitted in a given state in order to do business, and the policy must be filed and approved by each state insurance department.

These stringent regulatory guidelines help explain why only 1% of pet owners in the U.S. insure their pets, as compared to 19% in England and 49% in Sweden; there simply are not many companies that offer pet insurance in this country. The three main providers that compete on a national level are Veterinary Pet Insurance (VPI) at [http://www.](http://www.petinsurance.com/)

[petinsurance.com/](http://www.petinsurance.com/), 800-872-7387); Hartville Group, provider of Petshealth Care Plans at [www.petshealthlan.com](http://www.petshealthlan.com), 800-807-6724; and Pethealth Inc. at <http://www.pethealthinc.com/>, 877-738-4584. Pet insurance are also available through Premier Pet Insurance at <http://www.ppins.com/>, 877-774-2273.

Policies and premiums vary, depending on factors such as age, size, and breed of pet; geographic location; previous illnesses and preexisting medical conditions; claims experience; and plan type selected. Costs range from approximately \$100 to \$450 annually per pet, with deductibles, co-payments, and unreimbursed costs paid by the policyholder. Some packages are comprehensive, including annual checkups and vaccinations, routine care, preventive medications, and spay/neuter surgeries; other plans cover only accident and illness. Annual deductibles average around \$100.

Not everyone is a fan of pet insurance. Consumer Reports, for example, maintains that pet owners are better off establishing a savings account to handle pet health emergencies. On the other hand, many veterinarians encourage their clients to take advantage of pet insurance to help ensure consistent and high-quality medical care.

The nature of your relationship with your pet will help form your decision. Ask yourself: "Do I want a pet, or do I want this pet?"

If you're the type of person who would devote unlimited time and money to healing your special companion animal, then you are a good candidate for pet insurance.

If you decide to invest in pet insurance, experts recommend shopping around and carefully evaluating the different packages that are offered. It's also wise to discuss the benefit schedules with your veterinarian, to determine to what extent the benefits will cover the actual cost of various treatment options. In any case, a carefully chosen plan can give the pet owner peace of mind that the pet will receive the best medical care regardless of cost.

Owners may also consider alternatives to pet insurance. Besides a dedicated savings account, options include various discount pet care savings programs like Pet Assure <http://www.petassure.com/pa/index.asp> and United Pet Care <http://www.unitedpetcare.com/>, and prepaid packages such as that offered by the Banfield hospital network <http://www.vetsmart.com/>. Pet Assure, for

example, gives club members a 25% across-the-board discount on in-network veterinary care, plus price breaks on a variety of pet-related services and products.

In addition to preparing for extraordinary medical expenses, there are many ways to save on routine veterinary costs. Here are some things to consider:

- Conduct price comparisons, getting estimates from several different veterinarians.
- If your pet has a serious problem, be sure to get a second opinion before consenting to costly tests and treatments.
- If your pet needs medication, check to see if it's available at a regular pharmacy, where it will usually be less expensive. Also, buy frequently used medicine in bulk and request generic drugs when possible.
- Get booster shots every three years instead of annually, if possible.
- Ask your veterinarian about discounts on annual exams, especially if you take multiple pets to the same office.
- In choosing a pet, keep in mind that some breeds are predisposed to genetic disorders.
- Check prices for shots and spay/neuter services at your local humane society; some also provide free or low-cost services to low-income and senior pet owners.
- Research pet disorders and consult a good pet healthcare reference; the detailed Merck Veterinary Manual is free online at [www.merckvetmanual.com/mvm/index.jsp](http://www.merckvetmanual.com/mvm/index.jsp).
- Examine your pet regularly for lumps, bumps, and skin irritations; regular bathing and grooming helps prevent many skin irritations and reduces the chance of infection.
- Be proactive about preventive care and nutrition.

So, should you take the plunge and buy insurance on your pet? As noted above, the most important thing to keep in mind is that (1) you may be faced with large and unexpected veterinary bills at some point, and (2) if you love your pet, you won't want a life-or-death decision to hinge on the ready availability of significant financial resources. Pet insurance is one way to ensure that the best care will always be available for the pets that enrich your life.

## MEET TWO OF OUR ADVISORY BOARD MEMBERS: PEGGY HOYT AND CATHIE MYERS



### PEGGY HOYT

and her law partner, Randy Bryan, own and operate Hoyt & Bryan, LLC in Oviedo, Florida. Her law firm limits its practice to

estate planning and administration for individuals, married couples and life alliance partners, including special needs planning, pet planning, elder law and guardianships. Peggy is the author of a one-of-a kind book called All My Children Wear Fur Coats – How to Leave a Legacy for Your Pet available by visiting [www.legacyforyourpet.com](http://www.legacyforyourpet.com). Peggy was recently featured on CNN. Peggy and Candace Pollock are co-authors of a recently released book, Special People Special, Special Planning – Creating a Safe Legal Haven for Families with Special Needs also available through [www.specialpeoplespecialplanning.com](http://www.specialpeoplespecialplanning.com). Peggy's passion is her pets, so when she is not working on building her law practice, writing or speaking, she is spending time "playing" with her wild

mustang horses; Reno and Tahoe, and her Premarin rescue, Sierra; her dogs, Kira, Corkie, Tiger and Fiona; and her cats, Beijing, Bangle, Cuddles, Tommy, Shamu and Spook.

Peggy has kindly volunteered her time to serve as an advisory board member for 2nd Chance 4 Pets. Peggy will assist us in helping to educate pet owners about their options such as how to make legal arrangements to leave your home to an animal care panel and have someone selected to live in your home and care for your pets upon your death or disability (see article *Coming in the Next Issue*)



### CATHIE MYERS

oversees the internship program at Best Friends Animal Sanctuary and organizes educational booths at teacher

conferences and local events. She designed an "Animal Care and Kindness" class that

she teaches in local schools; facilitates "How to Start a Sanctuary" workshops at Best Friends; and presents the humane education component of the workshops.

In addition, Cathie coordinates the various youth groups that come to the sanctuary to perform service work.

Cathie has more than 18 years of experience in early childhood education; she has worked as the assistant director of a childcare center, as a preschool and kindergarten teacher, and as a mentor teacher. In her own education, she has focused on nature, science, the environment and early childhood education.

Cathie and her husband, Clay, have three dogs and two cats at home. Cathie has agreed to assist 2nd Chance 4 Pets as an advisory board member and support us in our efforts to develop appropriate education for children about lifetime care for our animal companions.



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