

# Progress Report

January 1, 2004 - October 31, 2004



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The Pet Foster Network's mission is to promote the joys and needs of pet fostering in Chatham, Durham, Orange, and Wake counties, North Carolina, and to provide educational materials to develop successful

This report demonstrates the accomplishments and effectiveness of the Pet Foster Network (PFN) in promoting pet fostering in Durham, Orange, and Wake counties, North Carolina. By using community outreach and educational efforts via volunteer networking, the PFN has succeeded in raising awareness of the desperate need for pet fostering to help protect and improve the quality of life for animals in need. Many local companies, organizations, groups, and individuals have donated time, money, or services during the past year to help the PFN achieve its mission of promoting the joys and needs of pet fostering. This progress report describes the purpose, programs, and potential of the PFN, detailing its monthly achievements between January 1 and October 31, 2004.

## The Nuts & Bolts

**Foster referral program.** People wanting to foster a pet contact the Pet Foster Network by phone or by email. We ask them in which county they live, what kind of animal they would like to foster, and the minimum amount of time they would like to foster. We then refer them to the appropriate animal rescue groups or shelters.



*"I have often heard potential adopters say "I wish I could adopt ALL the kitties!" as they are introduced to the wide array of wonderful felines in the foster care system. I know the feeling! Fostering is how I can "adopt all the kitties!" I get to make many furry friends, each with their own personality and charm and I get to see them all get good homes. It's the best of both worlds for me."*

– Muriel, foster parent of Maxamuffin

**Public education campaign.** The Pet Foster Network produced a series of flyers promoting pet fostering. These flyers are available on our web site ([www.petfoster.org](http://www.petfoster.org)). We ask civic organizations and clubs, public libraries, churches, veterinarians, major companies, and other groups in our four targeted counties to post our flyers on their organization's bulletin boards or to share our volunteer opportunity (pet fostering) through emails, newsletters, and listservs with members, friends, family, employees, and colleagues.

**Volunteers.** Pet Foster Network volunteers help distribute our flyers in the community and locate clubs and civic organizations in our four targeted counties.

**Animal rescue groups & shelters.** We expanded our partnership from fourteen to seventeen animal welfare groups.

**Assistance program.** Local residents as well as people from all over the United States contact us for help with finding new homes for their pets. The Pet Foster Network provides them with tips and resources.

**Media supporters.** Our media supporters, including the *News & Observer*, *The Independent*, and local radio stations, helped promote the Pet Foster Network programs.



## CAN I STAY AT YOUR CRIB FOR A SPELL?

The Pet Foster Network needs volunteers to provide short-term in-home care for friendly dogs, cats, rabbits, and other animals in need until they can be placed for adoption. All veterinary care is paid by the fostering organ-

ization. Food and litter may also be provided. Fostering can last from a few days to several months. To learn more about pet fostering or to find a foster program near you, visit [www.petfoster.org](http://www.petfoster.org) or call 919.425.2330.

THE NEWS OBSERVER  
Life enriched



*"The Pet Foster Network has sent us some of our best foster parents ever. We are so grateful for their help. Without the Pet Foster Network's help, we would not have been able to save the animals these foster parents took. Thank you PFN!"*

– Audie Schechter, Vice President, Independent Animal Rescue

*"Thank you for all you have done for us. I don't know how many foster homes you may have helped other groups with, but I am blown away by the two that you have sent our way. Our breed is a difficult one to own, let alone foster."*

– Southern Siberian Rescue

**Business supporters.** Leap Design, blast! PR, Whole Foods, A Better Image Printing, Universal Printing, The Poster Guys, American Speedy Printing, Magnetic Attractions, Millbrook Press, and Total Exposure Designs supported the Pet Foster Network's services.

**Lesson plans & activities.** We created two lesson plans and activities for 3rd, 4th, and 5th grade social studies classes. "Too Many Pets, Too Few Homes" and "Matchmaking" educate children about the responsibilities of pet ownership and the problem of pet overpopulation. These lesson plans are available on LEARN NC ([www.learnnc.org](http://www.learnnc.org)), a web site providing quality lesson plans for K-12 classroom instruction tied to the North Carolina Standard Course of Study. Dr. Ann L. Weber, professor of psychology at UNC at Asheville, Senator Eleanor Kinnaird, and Dr. Oscar Fletcher, former dean of the College of Veterinary Medicine at NC State University, greatly support these lesson plans.

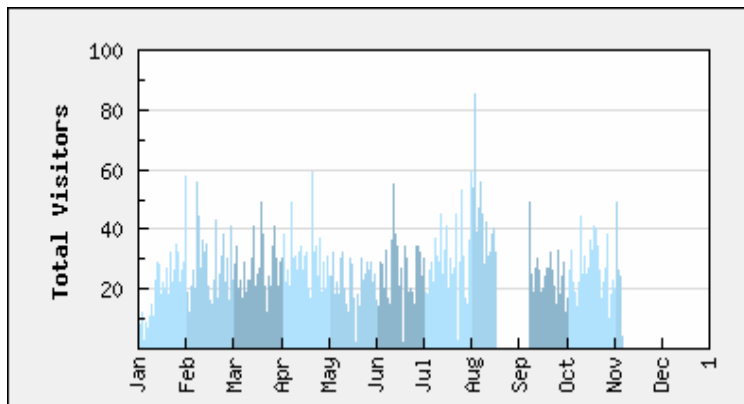


# By the Numbers

Since January 2004, the Pet Foster Network referred 80 potential foster parents to seventeen animal rescue groups and shelters in Chatham, Durham, Orange, and Wake counties, North Carolina. Moreover, we had 7,527 total visitors and 5,565 unique visitors to our web site. These numbers show that we accomplished our goal of increasing public awareness about the joys and needs of pet fostering.

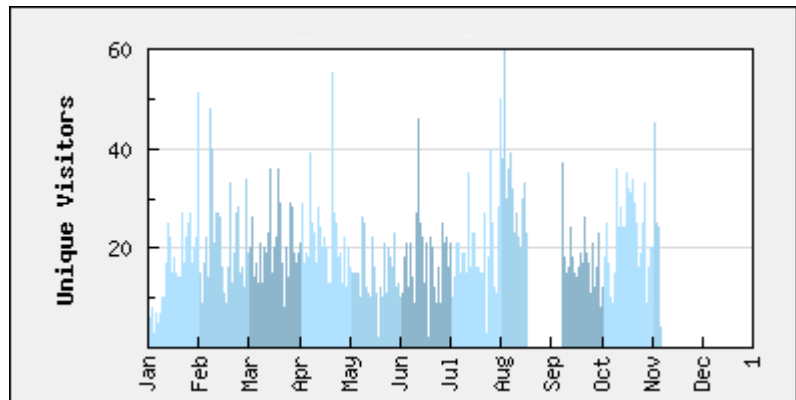
Month	Foster parents referrals
January	1
February	11
March	19
April	2
May	3
June	2
July	13
August	15
September	7
October	7
<b>Total</b>	<b>80</b>

**Total Visitors to PFN Web Site  
January 1 - October 31, 2004**



Total Visitors: The total number of individuals who visited our site during the report time frame. This statistic includes multiple visits by the same person.

**Unique Visitors to PFN Web Site  
January 1 - October 31, 2004**



Unique visitors: The total number of unique individuals who visited our web site. If someone visits multiple times, they are counted only once.

# A Review of our Activities

The Pet Foster Network (PFN) has completed a significant number of projects since January 2004. These are listed below along with current and future projects.

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## January 2004

- Distributed 300 flyers in Chapel Hill, Durham, and Raleigh through the Poster Guys
- Promoted PFN web site ([www.petfoster.org](http://www.petfoster.org)) to local community through [rtpnet.org](http://rtpnet.org)
- Submitted volunteer opportunity to senior volunteer center RSVP Raleigh
- Submitted public service announcements (PSAs) to all radio stations serving Chatham, Durham, Wake, and Orange counties.
- Posted message for the need of volunteers on Cisco's Systems' listserv "RTP-Gives-Back"

## February 2004

- The *News & Observer* kindly committed to publish two ads per month for FY 2004
- Blast! PR kindly redesigned our web site
- American Speedy Printing Center donated 500 photocopies of our flyers.
- Submitted volunteer opportunities at volunteer centers in Durham, Wake, and Chatham counties.

## March 2004

- PFN is the Community Spotlight of the month at Whole Foods in Durham and Raleigh
- Gave flyers to volunteer captains at Target stores in Brier Creek and Lynn Road shopping centers in Raleigh.
- A Better Image Printing donated 500 photocopies of our flyers.
- Sent email to the Carolina Farm Stewardship Association for fostering livestock
- *News & Observer* offered to publish a third ad

to use as filler

- Created "Too Many Pets, Too Few Homes" and "Matchmaking" lesson plans and activities for 3rd, 4th, and 5th grade social studies classes on the responsibilities of pet ownership and the problem of pet overpopulation

## April 2004

- Submitted PSAs to all radio stations in our four targeted counties
- Sent media release about the joys and needs of pet fostering to radio and TV stations and newspapers in our four targeted counties
- Sent emails and flyers to Lion Clubs in our four targeted counties
- Submitted our lesson plans "Too Many Pets, Too Few Homes" and "Matchmaking" to LEARN NC ([www.petfoster.org](http://www.petfoster.org)), a web site providing quality lesson plans for K-12 classroom instruction tied to the North Carolina Standard Course of Study.

## May 2004

- Attended Super Adoption Fair at NC State Fairgrounds
- Sent emails and flyers to Boy Scouts, Jaycees, and Girl Scouts in our four targeted counties
- Obtained letters of support for our lesson plans from Ann L. Weber, professor of psychology at UNC at Asheville, Senator Eleanor Kinnaird, and Dr. Oscar Fletcher, dean of the College of Veterinary Medicine at NC State University
- Wake County Department of Environmental

Services funded the purchase of copies of the book *Adopting Pets: How to Choose Your New Best Friend* on which our lesson plans are based, to be distributed, along with our lesson plans, to all eighty public elementary schools in Wake County.

- LEARN NC approved our lesson plans “Too Many Pets, Too Few Homes” and “Matchmaking”

#### June 2004

- Sent emails and flyers to Elks, YMCAs, Kiwanis, Rotary Clubs, Optimist Clubs, Lions Clubs, Sierra Club groups, and homeowner and neighborhood associations in our four targeted counties
- Sent emails and flyers to all PFN volunteers and pet foster parents, enlisting their help with promoting pet fostering
- Attended Woofstock 2004 at the Dogapalooza Park at Pineywood Park in Durham
- Purchased a voice mail box
- Updated our flyers/ads
- Launched a 20-weeks movie screen ad campaign at Southpoint Mall in Durham

- Magnetic Attractions donated 500 magnets
- American Speedy Printing donated 5,000 postcard size flyers
- Bill Gutman, the author of the book *Adopting Pets: How to Choose Your New Best Friend* on which our lesson plans are based, made one chapter of his book available for teachers to download on LEARN NC ([www.learnnc.org](http://www.learnnc.org)). With this chapter in hand, teachers are able to implement the PFN’s “Too Many Pets, Too Few Homes” lesson plan.
- Millbrook Press donated twenty-five copies of *Adopting Pets: How to Choose Your New Best Friend* to be distributed at the 2004 North Carolina School Library Media Association (NCSLMA) conference.

#### July 2004

- Attended second annual Pet Project at Crabtree Lake County Park in Morrisville
- Contacted Raleigh Community TV to update text and phone number
- Addition of three more animal rescue groups to the Pet Foster Network



Cinema ad campaign at Southpoint Cinemas, Durham, NC

- New web search form on PFN web site (www.petfoster.org)
- Sent PSAs to radio and television stations in our four targeted counties
- Sent emails and flyers to companies in the Research Triangle Park
- Sent emails and flyers to senior living facilities in our four targeted counties
- Posted message about distributing our flyers on ncanimalrescuenetwork listserv
- Sent email and flyer to Council For Senior Citizens
- Sent email to apartment communities in Durham
- Sent email about our lesson plans to all superintendents and persons in charge of elementary curriculum in 100 county school systems in NC
- Wake County published a press release about our lesson plans
- The TV station News 14 aired a story on our lesson plans (July 30, 2004)

#### **August 2004**

- Posted email about our lesson plans on ncanimalrescuenetwork and Carolina Animal Activists Together listservs
- Purchased two magnetic car signs
- Sent email about our lesson plans to all independent and charter schools in NC
- Emailed civic organizations in our four targeted counties to offer guest speaker
- Updated our info at NCCU Academic Community Service Learning program
- Followed up with Pet Foster Parents to see if they were fostering
- Universal Printing and A Better Image Printing donated colored posters
- Emailed public libraries in Durham and Wake counties to post our flyers
- Emailed some major employers in the Triangle about our need for pet foster

parents

- Contacted Helping Paws at UNC-Chapel Hill and Pet-I-Care at Duke (student service clubs) to recruit volunteers

#### **September 2004**

- Attended “Networking for Nonprofits” event at Cisco Systems
- Sent emails to Junior League of Raleigh & Durham and Orange counties
- Sent emails to synagogues in our four targeted counties
- Wake County Public School System promoted our lesson plans “Too Many Pets, Too Few Homes” and “Matchmaking” to all their elementary school teachers.
- “Too Many Pets, Too Few Homes” and “Matchmaking” were featured on LEARN NC this month
- Twenty-five copies of our lesson plans “Too Many Pets, Too Few Homes” and “Matchmaking” and copies of *Adopting Pets: How to Choose Your New Best Friend* were distributed at the 2004 North Carolina School Library Media Association (NCSLMA) conference in Winston-Salem.
- Followed up with Pet Foster Parents to see if they were fostering
- Updated volunteer opportunities and contact information on Triangle United Way, VolunteerMatch.org, ServeNet.org, and Idealist.org.

#### **October 2004**

- Day of community spotlight at A Southern Season in Chapel Hill
- Total Exposure Designs donated 50 t-shirts
- Emailed all PFN participating groups about foster home support/behavior teleconference offered by Family Paws.
- Emailed all PFN participating groups about free PETsMart’s webinar on foster

programs.

- Submitted public service announcements (PSAs) to all radio stations serving our four targeted counties
- Created partnership between Burlington Police Department and Alamance-Burlington School System. The school system will promote our lesson plans to all of their 19 elementary schools, and the Burlington Police Department's Animal Control and Animal Services Division will follow up with activities. The Burlington Police Department funded the purchase of copies of the book *Adopting Pets: How to Choose Your New Best Friend* on which our lesson plans are based, to be distributed, along with our lesson plans, to all nineteen public elementary schools in Alamance County.
- Met with Helping Paws, a student group at UNC-Chapel Hill, to discuss efforts
- Attended third annual benefit Bark in Central Park, Durham. Distributed t-shirts
- Bill Gutman, the author of the book *Adopting Pets: How to Choose Your New Best Friend* on which our lesson plans are based, made a second chapter of his book available for teachers to download on LEARN NC ([www.learnnc.org](http://www.learnnc.org)). With this chapter in hand, teachers are able to implement PFN's "Matchmaking" lesson plan.

## Future Projects

### November 2004

- End of 20-weeks movie screen ad campaign at Southpoint Mall in Durham
- Follow up with Pet Foster Parents to see if they were fostering

- Participate at PETsMart's webinar on foster programs.
- Email superintendents about second chapter of *Adopting Pets* available on LEARN NC

### December 2004

- See Helios and Piper's in the Park restaurants to display information about PFN

### January 2005

- Guest speaker for the Wake Community Lions Club in Raleigh
- Implement a virtual foster program where people can pay online to board a pet
- PFN will be the Community Spotlight of the month at Whole Foods in Durham
- Place ads in classified sections of local newspapers
- Contact supermarkets to see if they could ad our flyers in their bags

### April 2005

- PFN will be A Southern Season's piggy bank of the month
- Mail flyers to civic clubs, organizations, churches, and veterinary offices in our four targeted counties

