

## Pet Foster Network

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April 20, 2004

[REDACTED]

Dear [REDACTED]

Thank you very much for inviting us to send a proposal. The Pet Foster Network, the first and only organization unifying the efforts of local animal welfare groups in recruiting more foster homes, takes pleasure in requesting support from the [REDACTED] for a project that will recruit hundreds of foster homes for fourteen local animal rescue groups and county shelters, and save the lives of hundreds of healthy and friendly animals.

The [REDACTED] has been an inspiration because you have previously supported projects similar to this one, including support to the [REDACTED], and the [REDACTED].

In 2003, 14,606 animals were euthanized in Wake, Orange, Durham, and Chatham county shelters in North Carolina. These shelters euthanize dozens of healthy and friendly animals each day due to limited holding space. Local animal rescue groups have to turn away dozens of adoptable animals each week because they lack holding space. Animal rescue groups and shelters need families or individuals to provide temporary in-home care for healthy and friendly dogs, cats, rabbits, and other animals in need until they can be placed for adoption— these animals need foster parents. Not only do foster parents maximize the number of animals rescued, they also help to care for animals that would be difficult to care for in a shelter or kennel environment— orphaned or feral kittens, animals recovering from major surgery, or dogs needing one-on-one behavior rehabilitation or a break from the shelter. And ALL animals in foster homes always find permanent adoptive homes.

Fostering is a low- to no-cost way for animal welfare groups to save lives. “Combined with spaying and neutering, the two programs are the key to reducing the death rate [of adoptable animals],” says Nathan Winograd, Director of the Tompkins County, N.Y., SPCA, one of the few no-kill shelters in the nation. The Tompkins County SPCA fostered 36 percent of their animals in 2003, compared to only 9 percent maintained in shelters in our four target counties in North Carolina.

The Tompkins County SPCA achieved all this with publicity and public awareness. An on-screen public education campaign to promote the joys and needs of pet fostering at a local cinema is a proven, effective means of mass communication and education. A study<sup>1</sup> shows that more than 60 percent of moviegoers are in their seats more than 10 minutes before a movie starts and that 86 percent of moviegoers remember seeing on-screen advertising. On-screen advertising reaches an available and attentive audience.

Local animal rescue groups and county shelters care for thousands of animals each year, but limited financial, personnel, and volunteer resources prevent them from developing foster outreach

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<sup>1</sup> *The Arbitron Cinema Advertising Study: Appointment Viewing by Young, Affluent, Captive Audiences*, 2003.

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programs. The Pet Foster Network seeks to ease the burden on local shelters and rescue groups and save animal lives by helping to locate temporary homes for needy animals.

The Pet Foster Network helps fourteen local animal rescue groups and county shelters to recruit as many foster homes as possible by promoting the joys and needs of pet fostering in Wake, Orange, Durham, and Chatham counties, and provides educational materials to develop successful foster programs. The Pet Foster Network:

- Encourages residents to provide temporary, in-home care for animals in need.
- Supports, not duplicates, the work of animal shelters and rescue organizations.
- Aims to reduce the euthanasia of adoptable animals.
- Promotes a unified approach to saving animals.
- Educates the community about a wonderful opportunity to volunteer.

The Pet Foster Network (PFN) was founded in August 2003 when a volunteer realized that many adoptable animals were being needlessly euthanized, and that local animal welfare groups needed to unify their efforts in recruiting more foster homes. In less than seven months, PFN placed recruitment listings at volunteer centers, major stores, and companies; distributed over 400 flyers; published ads in local newspapers; aired public service announcements on local radio and television stations and offered educational materials and tips on how to develop successful foster programs. The *News and Observer*, a leading daily newspaper in North Carolina, donated advertising space for two of our ads each month for the fiscal year 2004.

We need your help! Your contribution of \$5,022 will be used for a 26-week on-screen theater advertising campaign at a local cinema to recruit hundreds of foster homes for adoptable animals in need. Moviegoers will view our 10-second ads three times before each movie. SouthPoint Cinema in Durham, N.C., accommodates sixteen screens and presents 560 movies per week.

The makers of the digital on-screen ads and a graphic designer have offered to match fifty percent of the cost of their services if we pay the other fifty percent of the total cost of their professional services.

In making such a contribution, [REDACTED] will join us in this effort to ensure that hundreds of animals will have an improved chance of adoption while hundreds more will find the kind of home environment that the shelter cannot provide.

Please contact Barbara Lapointe, Pet Foster Network manager at [REDACTED] if you have any questions or need further information.

Sincerely,

Barbara Lapointe  
Founder/Manager  
Pet Foster Network  
[REDACTED]