

♥ And never forget why we are here...



Handsome, as he came to us



Handsome now, a dane we all know and love

Serving the Needs of Danes & People

MAGDRL

2003 Annual Report



Featuring

- Reports from every chapter
- Annual Budget
- Information about volunteers and adopters
- Information about danes

*Prepared by the
mid-atlantic great dane rescue league*

MAGDRL Looks to the Future

MAGDRL, Inc., must be forward thinking if it is to continue to grow and serve its two major customer groups: the Great Danes we save; and, the public they live with.

Building on our successes and learning from our failures, we must use our resources wisely to provide the maximum possible benefit to these two groups. We must do everything practical to increase our capacity for handling the dogs, for improving our operations, and for improving the dogs' living environments and chances for success.

Let us combine our talents and energies to:

- ♥ Retain existing quality foster homes and acquire new homes
- ♥ Expand fund raising efforts in all chapters to support existing and new programs
- ♥ Continue recruiting qualified trainers, and training volunteers
- ♥ Increase training of orphan Danes for improved behavior, sociability, and adoptability
- ♥ Expand our public educational programs and literature
- ♥ Establish best practices among ourselves and embody these in our policies and procedures.

Let us always work together to maximize our resources to benefit the greatest numbers of Danes, their people, and the public they live in.

Debra Rahl, President

On a Somber Note

In 2003, 27 danes/dane mixes died or were put to sleep while in MAGDRL's care, out of a total of 523 dogs helped in 2003.

- ♥ 7 died in rescue (1.3 %)
 - 3 from bloat
 - 1 from heartworm treatment
 - 1 from spay complications
 - 2 from failure to thrive - 2-day-old puppies
- ♥ 20 were put to sleep (3.8%)
 - 7 for health reasons
 - 10 for aggression/behavioral issues
 - 3 from a combination of reasons

Publicity Is Key

In 2003, MAGDRL began an organization wide publicity campaign. With energized volunteers, MAGDRL was a presence in all different media, from TV to radio to print. Our 5 minutes of fame worked both for and against us, as we attracted adopters and owners wanting to give up their dogs. We experienced tremendous growth in this area and it continues to be a key ingredient to our future success.

Online Community Keeps Us Together

MAGDRL has an active and vocal online community in its extended family list (yahoogroups). The group is brought together by a common love of danes and a desire to help. Members post information about adoptions, events, fundraising, trials and tribulations. In addition, they share funny stories, sad tales, pictures and poems. No matter the miles that separate members, many have made fast friends on the list.

PA Is Busy

We've had an incredible year in public relations and building community awareness through the media and events. These efforts have paid off in terms of adoption applications, more volunteers joining PAMAGDRL, and donations.

The PA Chapter has had television appearances that include our "Gentle Giant's series" on WLVT-39 PBS show TEMPO!, an appearance on Comcast CN8, and Fox Fursdays with Fox 29 where we've been asked again to make an appearance in 2004.

We've appeared in articles in the Philadelphia Inquirer, The Northeast Times, Standard Speaker, Citizen's Voice, Lebanon Daily News, Pocono People, and in Curious Pets Magazine. The Penny Power allows us to run free ads every week, resulting in applications and donations of cell phones. The Morning Call's ISO Pets section has been one of our largest successes.

On other fronts, our team lead approach has been well received and used as a model for other fast growing chapters. Our Team Leads and volunteers are creating a strong presence in PA communities as far as State College and as near as Philadelphia. We've hosted several large events, including the Benefit Brunch and the Pet Expo, and are helping DE with the DE DogFest.

Quick Facts!

PA fostered over 70 dogs in 2003 ♥ 39 of those danes were imported from out of state ♥ over 50 PA families adopted from MAGDRL ♥ PA pulled 10 kennel dogs into foster care ♥

2003 Year-End Financial Statement

Jody Cohen, Treasurer

Income

Donations (general, sponsorship, memorial, application)	\$78,726.17
Adoptions	\$67,836.64
Fundraisers	\$59,563.97
Merchandise	\$29,755.99
Grants	\$8,000.00
Membership	\$7,085.00
Other (reimbursement checks returned)	\$1,297.65
Total Income:	\$252,265.00

Expenses

Vet Care	\$147,275.72
Boarding	\$33,555.87
Merchandise	\$22,050.96
Fundraisers	\$20,122.03
Newsletter (printing & supplies)	\$11,659.00
Postage	\$5,574.59
Returned Checks	\$2,207.00
Office Supplies	\$1,907.42
Other (fees-bank/bulk mail, checks, P.O. Box rental, insurance, phone bills etc.)	\$7,681.73
Total Expenses:	\$252,034.32

Balance	+ \$231.10
Pending Bills at year end:	\$7,506.63

2004 Proposed Budget

Adoptions	\$87,000.00
Donations	\$88,000.00
Membership	\$9,500.00
Merchandise	\$37,000.00
Fundraisers	\$70,000.00
Grants	\$12,000.00
2004 Proposed Income:	\$303,500.00

Special Danes

In every year, there are those few special danes who truly capture your heart. Their stories are heartwrenching, their triumphs delightful! Perhaps you remember some of the special danes who captured our hearts in 2003:

- ♥ Meet Handsome, who was saved from a life of terrible cruelty and neglect and has blossomed into one of the gentlest of giants.
- ♥ Meet Hooch, a mastiff mix who came in alone and hairless, now being treated for mange and looking forward to gold bead implants to help his wobblers.
- ♥ Meet Tinkerbelle, another brave Dane in need who despite the odds, recovered from the neglect and abuse she received at the hands of her owners and has found a loving, forever family to call her own.

Formalizing Procedures

In 2003, MAGDRL authored a 100+-page Volunteer Handbook that provides instructions and information about phone interviews, evaluations, home visits, vet checks, transports and more. The Handbook includes the forms required as well as a checklist of things to do/bring for each task. It is available in hard copy and online in PDF.

In 2004, MAGDRL is working to author a foster handbook detailing the tasks required of a foster home, including the forms needed and helpful articles about common issues.

Coming Together

In November 2003, Coordinators from each chapter met at a central location to talk about common issues, establish procedures, and more formally review tasks routinely handled by Coordinators. Coordinators discussed frustrations and triumphs, and pulled together to create a strong bond. This team-building exercise not only allowed coordinators to meet in person, it also encouraged coordinators to resolve issues together, and to share and learn from one another.

Focus on Kenneled Danes

In an effort to cut costs and help bring danes into foster homes, a MAGDRL volunteer offered to keep track of the danes in kennels. She publishes a list of the kenneled dogs every week, including information about their personalities and likes and dislikes. This information is helpful when a foster home becomes available.

MD, DE, N. VA & DC Grow Strong Together

Fun Facts from our Oldest Chapters!

- ♥ Number of MD/DE/Northern VA and DC adoption calls returned during 2003 (597);
- ♥ Biggest MD fundraiser event (Parade of Paws, 9,409.33 profit)
- ♥ Most M&Gs of any area -- we had them every single weekend at multiple sites in MD plus every Sat/Sun in December for Santa Claws.
- ♥ Holding our first MD Brunch in March '04
- ♥ MD now has a Volunteer Coordinator, Foster Coordinator, Training Coordinator and a MatchMaker
- ♥ Several radio stations will feature one of our available Danes on a bi-weekly/monthly basis
- ♥ Local newspapers placing a MAGDRL ad on a weekly basis
- ♥ Started ongoing fundraisers such as Cactus Willies and Chevy's Restaurant
- ♥ TV appearances on both Fox 5 and WUSA in DC
- ♥ Our M&G events are listed on numerous TV/newspaper websites

Danes in Need

Across the chapters, MAGDRL registered over 700 calls regarding danes and dane mixes who needed help.

NJ Is a Rising Star!

In NJ we have appeared on a special 7 minute segment of NJN TV's Homeless Tails, airing for more than a year. This special profiles MAGDRL and has generated lots of calls, resulting in adoptions and more foster families. We were on News 12 NJ's The Pet Stop with Dr. Brian Voynick on Oct 23rd, our one year anniversary date of last years show, again with positive results. We were also on Neighborhood Journal for Cablevision in June for a couple of weeks, outlining the adoption process.

In July we had 2 major events the same weekend. Broadway Barks in NYC, hosted by Bernadette Peters and Mary Tyler Moore and the Broadway community, generated about \$2500. The second big event was hosted by Frogmore's--a retail store celebrating their anniversary event--generating about \$1500.

In October we had our photo shoot with Drea de Matteo of *The Sopranos*, an up and rising movie star-to-be! Because of a press release, the ASPCA is also working with Drea and donated \$1000 to help Hooch, Drea's favorite foster dog. This affiliation could be helpful in generating grant money as well.



NY Is Making it Big!

NY covers Buffalo to Albany to NYC to the most northern tip of Long Island (480 miles), plus most of southwestern NY like Binghamton and Corning. We have pulled Danes from Northern, NY. NY also covers CT adoptions with the assistance of the NE Great Dane Rescue.

At this time we have approximately 30 volunteers of which about 10-15 are involved on a regular basis with fostering, transport and home visits.

How We've Grown

In the year 2000, MAGDRL helped 284 danes; In 2003, that number rose to 524. In 2000, MAGDRL adopted 98 danes; in 2003, that number rose to 325.

WV Is Holding Steady

West Virginia is holding steady with more calls about danes in need. WV volunteers are working with other chapters and all-breed rescues to place danes and dane mixes in forever homes.

Tidewater Rocks!

Tidewater has grown by leaps and bounds in 2003. TWs volunteers hold M&Gs regularly, participate in fundraising efforts for danes in need, and help out where needed. TW routinely shines at M&Gs, collecting hundreds of dollars in donations and merchandise sales.

NC Shines!

The NC MAGDRL Chapter has grown by leaps and bounds in the last 7-8 months. We currently have 48 volunteers, 16 of which have come on board in the last 4 months. Our volunteer base is stepping up for almost every task that comes along in the day-to-day workings of the chapter; including fostering, transports, events, fundraising, etc.

Our Team Leaders are doing a fantastic job, routinely cooperating as a team to accomplish our goals. We successfully placed 74 dogs in 2003. Becky and Michelle are working to establish good working relationships with several shelters. We have also established new working relationships with vets and kennels all across the state.

The NC chapter was successful in getting a TV station, WRAL out of Raleigh, interested in doing an interview about Handsome's court case this summer. We are in the process of working with WLOS, an ABC TV affiliate in Asheville, to participate regularly in their Petpal series. This series features rescue groups and humane societies.

MAGDRL has been working with Nobile & Tavan to design and implement the Donation Dog coat project. Each MAGDRL chapter now has their own coat, and many of us have seen a marked increase in donations. MAGDRL volunteers are also working with Nobile & Tavan to help create a collar cover that will identify deaf dogs on sight.

Quick Facts!

NC held 3 M&Gs a month in 2003 ♥ NC participated in 4 regional Adoptathons ♥ NC's first annual Parade of Paws raised \$5K. ♥ Santa Claws was a huge success in NC!

