

VOLUNTEER CHAIR REPORT

In 2004, MAGDRL improved volunteer coordination by establishing a three part approval process. Before a volunteer represents themselves as a MAGDRL member, we require: 1) volunteer application with signed release form; 2) \$25 annual membership fee; and 3) issuance of a 2005 membership card.

As a result, we had 220 new volunteers in 2004 (note: not all were actually new but signed new waivers in 2004) The total number of volunteers with signed waivers was 394 and are broken down as follows:

⊖ NY	46
⊖ PA/DE	86
⊖ NJ	75
⊖ MD/DC	86
⊖ VA	28
⊖ NC/SC	66
⊖ WV	7

Kathie Shea
Chair — Volunteers

IN MEMORY...

In 2004, not every MAGDRL story had a happy ending. The sad fact is that we had 28 Danes/mixes that died or were euthanized while in MAGDRL's care. We remember them here.

7 Died in rescue:

- ⊖ 2 - Cancer/health
- ⊖ 3 - Spay/Neuter or Complications from surgery
- ⊖ 1 - Von Willebrand's Disease
- ⊖ 1 - In Sleep

21 Were Euthanized

- ⊖ 11 - Aggression
- ⊖ 3 - Temperament
- ⊖ 2 - Bloat
- ⊖ 1 - Cancer
- ⊖ 4 - Health



2004 ANNUAL REPORT

FEATURING:

- ⊖ **PRESIDENTS REPORT**
- ⊖ **FUNDRAISING REPORT**
- ⊖ **QUICK FACTS**
- ⊖ **REPORTS FROM EACH CHAPTER**
- ⊖ **2004 INCOME/EXPENSES**
- ⊖ **2005 PROPOSED BUDGET**
- ⊖ **CHAIR REPORTS**
- ⊖ **IN MEMORY**

2005 PRESIDENTS REPORT

Last year's annual report opened with the message that we must think strategically, learn from our successes and mistakes, and grow the volume and quality of our services to the rescued dogs and the public they live with. We set challenging goals, all of which were met, while we tended to the demanding day-to-day operations of the organization. Reports in the following pages attest to the health of the organization, providing details of the many successes we achieved together—through daily hard work and devotion, and through looking forward.

This year, we are larger and stronger; but, we must continue to challenge ourselves to keep and gain momentum. Let us work together to:

- ⊖ Establish and adopt common best practices for all areas, based on sharing of chapter successes and failures.
- ⊖ Institutionalize our best practices in improved policies & procedures, foster manuals, and other guidelines.
- ⊖ Establish more formal training for dog evaluators nationally by having volunteers in each area attend seminars and classes on dog evaluation.
- ⊖ Conduct more special events to increase public awareness, gain foster homes and adopters, and raise funds, and at the same time...
- ⊖ Retain all of our existing volunteers, foster homes, and an active board.
- ⊖ Increase our successes with orphan training for better behavior, sociability, and adoptability.
- ⊖ Increase our placement rate.



All of these goals can be met as we continue to work together with the ultimate common purpose of serving the Danes and their people.

Debra Rahl

PUBLIC RELATIONS REPORT

It has been a tremendous year for the PR Dept. in MAGDRL! I'd like to thank all of the PR Coordinators and assistants, as well as Judi Roach who has also helped with many PR projects.

The PR Team Leads have done a very effective job of getting the word out about their respective states for MAGDRL. As a team, we have worked together on our Yahoo group and shared ideas.



As a result, we have landed many TV shows, newspaper articles and Public Service Announcements, as well as web postings. We have also publicized many special events and Meet & Greets on a regular basis. We have helped to raise money at several events and through press releases, especially for the Special Needs dogs. Whatever

MAGDRL needs, it is our job to do it the right way!

Part of our jobs as PR people is to educate the public BEFORE they adopt or purchase a dog. Education is what it's all about; otherwise we would not be here, as many people don't do their research first or are breeding for the wrong reasons!

I cover NYC and National Media. Throughout the year we have had some success in NYC through the print media. The Long Island Press helped us with an article, and the NY Post will publish our first national article on April 10th. I am working on additional celebrity endorsements and will continue to work on Keystone Entertainments CEO (makers of the new Great Dane movie "ChestNut"), to either make a donation or help MAGDRL in some way. I solicited MAGDRL volunteers for their stories for a Giant Breeds Book by author Bob Burns, who will credit MAGDRL in his book. I am responsible for Broadway Barks, a high-profile event that nets us at least \$2000. plus media exposure.

In closing, I would like thank all of you and wish I could be here today. I love what I do and hope to continue doing it for a long time to come!

Laurie Zoock
Chair — Public Relations

Mid-Atlantic Great Dane Rescue League, Inc.

VP-EDUCATION REPORT

At the November 2004 Board of Directors meeting, our President announced that the second Vice President position was realigned with the education focus in our MAGDRL charter.

In an effort to improve our member's knowledge of companion dogs, I have developed and distributed 16 informational "Dog Owner Education" emails to members of our Yahoo group. These DOE emails include health issues, feeding, allergies, feeding, dog bites, micro-chipping, pet insurance, and other topics of interest to all dog owners. Members have responded positively and used this information to improve the health and well-being of their own dogs.

I established the MAGDRL Writers Guild to focus on producing high quality content to educate the public. Thus far we have written 6 brochures plus press releases, articles, and public service announcements — and we've only just begun!

Lissa Scott
VP—Education

COORDINATORS & BOARD COLLABORATE!

On November 13, 2004, MAGDRL Coordinators and the Board of Directors held their annual meeting in Baltimore, MD. Attendees addressed common issues and challenges, reached consensus on goals, and discussed best practices for non-profits.

The following topics were discussed:

- ⊕ Volunteer requirements including dues payment and signed liability waiver, and annual ID card issuance.
- ⊕ Application to trademark the name "Mid-Atlantic Great Dane Rescue League" and the 3-Dane logo.
- ⊕ Review and re-submission of foreign corporation paperwork where needed.
- ⊕ Discussion expense/revenue reporting in preparation for the MAGDRL audit (completed on 01/20/2005.)
- ⊕ Volunteer expenses must be pre-approved and submitted to area Coordinators for reimbursement by our Treasurer.

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SANTA CLAUS GIVES TO MAGDRL

Each year PetSmart Charities offers humane groups the opportunity to participate in Santa Claws holiday photo shoots. Our volunteers take pet photos and PetSmart donates 1/2 of the proceeds to help animals.

In 2004, MAGDRL participated in these events throughout the mid-Atlantic area. These efforts helped orphan Great Danes and in 2004 MAGDRL raised \$5490 through Santa Claws events. Thanks, PetSmart!

FUNDRAISING KEEPS US AFLOAT

In 2004, MAGDRL volunteers stretched their creativity and came up with some new fundraisers and kept annual efforts going.

- ⊕ Cash Sweepstakes brought in \$14,871
- ⊕ 1st Annual MD Dog Owner Education Brunch which raised \$2822 for our orphans
- ⊕ Rescue Angel Holiday Tree of Hope raised \$2420
- ⊕ 1st Annual Holiday Card Photo contest which raised \$1950 to help our Danes.
- ⊕ Phone and Inkjet recycling raised \$793
- ⊕ Used vehicle fundraisers which gained us \$660
- ⊕ Dutch Gardens fundraiser \$600
- ⊕ and Glory Days Grill, Chevy's and Cactus Willie's restaurant contributions continue to help our orphans.

QUICK FACTS

- ⊕ In 2000, MAGDRL helped 284 Danes; in 2003 that number rose to 524; in 2004 we helped 931 dogs by either accepting them into rescue or counseling their owners so they stayed in their homes.
- ⊕ In 2000, Magdrl placed 98 Danes in adoptive homes; in 2003 that number rose to 325; in 2004 we placed 338 Danes in forever homes.
- ⊕ At the end of 2004, MAGDRL had 109 Danes available for adoption.

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NC MOVES FORWARD!

North Carolina celebrated our first full year of tracking expenses and revenues. Our estimated expenses were \$41,000 and revenues totaled \$29,000. We had 95 adoptions in 2004 and responded to 217 calls for help with dogs.

MAGDRL-NC participated in more than 20 events in 2004. In May we hosted our first Benefit Brunch with enthusiastic response. In October, we held our second Parade of Paws with increased participation and funds raised. We organized a MAGDRL information event at the premier of the Scooby-2 movie in two NC locations. NC volunteers participated in a dog behavior teleconference with Raleigh trainer and a Sue Sternberg seminar in Tennessee.

NC focused on expanding publicity. Volunteers and dogs were regularly featured on TV from the east coast to the mountains. By the end of 2004, MAGDRL-NC had 75 volunteers on the NC Danes Yahoo list. We held regular Meet & Greets at pet stores across the state. Our volunteers also established relationships with the state Great Dane Club and two volunteers serve on the board of directors of the Great Dane Club of Central NC.

MD/DC STAYS BUSY!

Maryland volunteers were in pet stores across the state every weekend year-round plus we did the Santa Claws fundraisers in December. Our Western, Northern, and Eastern Meet & Greet teams raised funds and improved public awareness at every opportunity, and our donation totals from multiple events averaged \$300 per weekend across the state.

Maryland/DC volunteers responded to 340 emailed adoption inquiries and returned 538 applicant phone calls. We returned 193 giveup calls and many Danes stayed with their owners thanks to counseling by our volunteers. We took in 83 orphans and placed 61 in forever homes. Only 17 remained at the end of 2004.

In March 2004, MD hosted our first Dog Owner Education Brunch with 71 attendees and raised \$2822. In September, we held our 4th Annual Parade of Paws which raised \$8337. We established positive relationships with the local Great Dane breed club and with other rescues. We look forward to another successful year in 2005.

2005 BUDGET

Income	2005 Proposed
Adoptions	\$95,000.00
Donations	\$130,000.00
Membership	\$9,500.00
Merchandise	\$28,000.00
Grants	\$8,000.00
Fundraising	\$90,000.00
Miscellaneous	\$2,500.00
Total income	363,000.00
Expenses	
Fundraisers	-\$25,000.00
Boarding & kennel	-\$55,000.00
Vet & Medical	-\$185,000.00
Fees	-\$6,000.00
Merchandise	-\$20,000.00
Postage	-\$15,000.00
Supplies	-\$12,000.00
Newsletter	-\$18,000.00
Insurance	-\$3,000.00
Publicity	-\$4,000.00
Miscellaneous	-\$3,000.00
	-346,000.00



2004 EXPENSES

Income	
Adoptions	\$84,917.50
Donations - general, applications, special needs, memorial, sponsor	\$110,491.68
Fundraising	\$79,838.64
Grants	\$7,000.00
Membership	\$8,334.84
Merchandise Income	\$23,463.85
Misc.	\$2,264.01
Total Income	\$316,310.52
Expenses	
Fundraisers & Pet Expos	-\$23,266.42
Fees - banking, finance. bulk mail, attorney, misc. checks, tax prep., shelter	-\$4,850.80
boarding & kennel exp.	-\$49,005.02
Medical/Vet Bills	-\$165,963.85
Merchandise	-\$20,186.54
Postage	-\$10,050.82
Advertising	-\$790.00
Supplies, donation boxes, dog tags, food, crates, donation coats, meet & greet, office/packing, misc. printing	-\$10,468.35
Newsletter, printing & material	-\$14,167.82
Insurance	-\$2,085.00
Misc., operating exp., phone, training,	-\$2,485.83
Total Expenses	-\$303,320.45
Year End Total 2004*	12,990.07

(*Anticipated legal fees, Special Needs Fund, merchandise whereby funds have been set aside pending receipt of bills.)

NY MAKES PROGRESS!

New York made big strides in 2004! We had more volunteers sign up in some key areas of NY, like Buffalo, Syracuse, Water-town and Long Island. We attended major events in Buffalo and Syracuse and are getting the word out that Great Danes are in need of rescue. We have also made some great contacts in Connecticut and some of our Danes found great homes there.

NY now has a full time volunteer handling all aspects of the adoption application process. Gay, who adopted from us last year, joined us as a volunteer and has been a great asset and I could not do it without her. We also have several trainers in NY that are available for consultation.



In 2004 we had 91 owner turn-in calls, of which we took in 38 Danes.. We had 34 adoptions with 5 bounces and sadly we had to euthanize 2 Danes due to aggression issues.

We are looking towards another busy year and hope NY will expand and grow it's volunteer base to meet the demand of more orphans in need. Thank you to all my volunteers for a great job done in 2004.

WVA HOLDS STEADY!

2004 was a pretty good year for WV. We took calls on 58 dogs and a litter of kittens. Of those 58 dogs, we accepted 23 dogs into the program. 4 were transferred to NJ, 4 were transferred to Tidewater, 1 was transferred to NC and 2 were transferred to VA. 7 were adopted out from WV foster homes, 4 are still available for adoption, and 1 died due to medical issues.

Our chapter has also grown in volunteers. We now have 4 consistent foster homes, consistent email and voice mail individuals, as well as improved timeliness in association with applications. Still no M&Gs in WV, but we are working on it.

Mid-Atlantic Great Dane Rescue League, Inc.

NJ MOVES FORWARD!

2004 was a building year for NJ and the first year that I was Chapter Coordinator for one calendar year. By the end of 2004, we recruited 30 new volunteers bringing our total to 58 active volunteers. We accomplished a lot together.

We held important fundraising events in 2004. HighBalls for Hooch raised over \$5000.00 for Hooch's medical expenses and also gave MAGDRL lots of publicity with the attendance of our celebrity sponsor Drea Dimatteo. Trains for Danes was another successful fundraiser bringing in over \$4000.00 in funds. We had tables at Broadway Barks in NYC, at the NJ Expo, NJ Animal Coalition Dog Walk and other events throughout NJ. Meet and Greets were regularly held by our Meet and Greet Coordinators to spread the word about MAGDRL. We also established a solid working relationship with the Great Dane Club of Raritan Valley.

We took 56 dogs into NJ, 12 of which were transferred from other chapters. 50 Great Danes were adopted in NJ. 3 were transferred to other chapters to be fostered and we had 3 of our adoptions "bounce". We were contacted about 38 dogs which never came in for various reasons.

TW SAILS FORWARD!

The Tidewater Chapter went through major changes in the past year. We attracted new volunteers in the Richmond area as well as the southwestern part of the state. We have a great group of volunteers covering the peninsula side as well. We continue to do well in the area of fundraising and volunteer turnout at events.

We are actively working with our other chapters. TW volunteers helped compile the new MAGDRL Foster Handbook. We added Team Leads which helps promote efficiencies in all aspects of our operations. Our intake and evaluation Team Lead is Stacey Gilbert; transports is Brandy Plessinger; and Foster Team Lead/Trainer is Barbara Patterson. We added Christina Stillwell and Swain Shaffer as co-Team Leads for our M&Gs; and Linda Boyd and Steve Birdy handle adoption/volunteer applications and coordinate home visits. Tom Adams took on the Website and Michelle Frederick recruited cooperating veterinary facilities as well as developing an "orphan passport." Stacey Wickins took charge of publicity and fundraising for the Southside, and Shelby Crouch is doing the same for our Richmond contingent. We are looking forward to making great strides in 2005.

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PA/DE IS ROCKIN'

PA/DE had a booming year in 2004. We handled 191 calls and had 61 adoptions. At year end, we had an all time high of 15 dogs available for adoption. The good news is the increase in foster homes that 2004 brought us. We were grateful to add 7 foster homes which limited our need to kennel dogs. We have also had a large jump in general volunteers and now have a few as far west as Pittsburgh. Because of this increase, we expanded the coverage of our Meet & Greets tremendously.

Thanks to the efforts of Sheila Marshall and her volunteers, PA/DE put on a very successful 2-day training seminar with behaviorist Pat Miller. The April Delaware Dog Fest continues to be a big hit thanks to the tireless work of a team lead by Kelley Montgomery and Meredith Hollock. Finally, Cindy and I would like to send kudos to the PA/DE Team Leads.

VA EMERGES!

In mid-2004, Northern Virginia emerged as a separate MAGDRL chapter again. We began having Meet & Greet events on a regular basis in several areas: Winchester on the first and third Saturday of the month; Stafford and Fredericksburg twice a month; Manassas the first Saturday of the month; and Sterling the third Saturday of the month. This exposure has helped attract new volunteers, adoption applicants, and raised funds for our orphans.

Our volunteer base grew by leaps and bounds! There are new Team Leads to help in critical areas:

- ⊕ Team Leads to handle incoming Danes, foster homes and home checks
- ⊕ Coordinator for adoption inquiries and applicant screens
- ⊕ eBay fundraising Lead who turns item donations into funds for our orphans
- ⊕ Matchmaker to help available orphans reach their forever homes
- ⊕ Reference check volunteer

We've also got a new web site with a fabulous search capability that spans across our regions. We're very involved with the GoodDogz organization and they invite us to numerous functions and coordinated a MAGDRL spot on FOX TV.

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