

In Memory...

Unfortunately in rescue, we cannot save them all. In 2006, we had 16 Danes/mixes who died or were euthanized while in the care of MAGDRL. This is significantly fewer than the 29 reported in 2005, and we remember them here.



Died - 4

- ⊖ 2—Bloat
- ⊖ 1—Age related
- ⊖ 1—Snake bite

PTS - 12

- ⊖ 4—Aggression
- ⊖ 6—Health
- ⊖ 2—Temperament

Background photo in memory of Great Dane Ambassador "Rudy" and for all beloved Great Dane family members who passed in 2006.

In appreciation for...

Our Volunteers & Coordinators
Our Board of Directors
Our Patrons & Donors
And especially for those
who love and care for their
animal companions in
forever homes

Top graphic courtesy of Danes-R-Us

Serving the Needs of Great Danes and People Since 1979



2006 Annual Report

Featuring:

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Meeting date: August 25, 2007
No. 2 Pratt Library
1401 Hollins Street
Baltimore, MD 21223.

A Message from your President

My inaugural term as President of Mid-Atlantic Great Dane Rescue League, Inc. was one of both challenges and successes.

The challenges have been many. We accepted numerous Danes from neglectful situations and irresponsible breeders, and supported legal actions against the offenders. We helped orphans in need of major veterinary care ranging from heartworm treatment, to ligament repair, to limb amputation. We faced challenges based upon the sheer size of our organization, ranging from balancing high numbers of Danes in some chapters by moving them to chapters with open foster homes, to attrition in key areas of MAGDRL leadership; to the ongoing challenges of financial management.

Yet in 2006, our challenges were greatly overshadowed by our successes. Thanks in great part to our education and counseling efforts, during 2006, MAGDRL chapters accepted fewer Great Danes into rescue than in 2005. This year, our Chapter Coordinators did an outstanding job of containing costs, thus reducing expenses over prior years and avoiding a 2006 intake moratorium.

At the heart of MAGDRL's success in 2006 are our volunteers who arose in response to our challenges. Volunteers continued to host recurring rescue events, while developing new and innovative fundraisers and publicity campaigns. This year we welcomed 15% more MAGDRL volunteers than in 2005. The BOD values their contributions and will continue to keep communications channels open through the Chapter liaisons and the web contact page.

On a final note, sincerest appreciation goes to our patrons, donors, sponsors, and supporters without whom MAGDRL could not survive. Remember



that no matter how each of you helps, you enable MAGDRL to make a difference for the Danes in our care.

At the top of my list of goals for 2007 is to invite you to join us in building upon the successes of the past — by helping one Dane at a time!

Danefully, *Kathie Shea*

Quick Facts

- ⊖ Dogs Taken In - 310
- ⊖ Released to Breeders - 6
- ⊖ Adopted - 292
- ⊖ Still in Rescue at end of 2006 – 80

2006 Expenses

Veterinary Bills	\$129,381.66
Boarding	\$67,262.25
Fundraisers, Expo Booth Fees, Event Supplies	\$24,887.06
Newsletter Printing & Supplies	\$14,819.56
Merchandise Purchases	\$11,335.67
Fees - bank,	\$2,829.79
Postage	\$6,976.44
Office Supplies	\$3,812.40
Foster Supplies - crates, food, etc.	\$974.49
Insurance	\$2,087.00
Advertising	\$636.38
Audit & Taxes	\$3,500.00
Grant Supplies	\$90.00
Legal Expense	\$3,959.70
Phone Bills	\$625.32
Public Relations	\$725.98
State Registrations	\$760.00
Training & Dog Evaluations	\$165.10
Total	\$274,828.80

Thanks for Caring!



2006 Income

Fundraisers	\$88,423.32
Adoption Donations	\$65,715.87
General Donations	\$52,654.68
Merchandise Income	\$16,027.78
Special Needs Fund	\$9,105.00
Sponsor Donations	\$12,199.18
Membership Donations	\$9,602.00
Grants	\$5,530.00
Application Donations	\$7,132.80
Miscellaneous	\$2,240.77
Memorial Donations	\$4,957.00
Surrender Donations	\$2,020.00
Total	\$275,608.40

2007 Budget Income

Adoptions	\$90,000.00
Donations	\$110,000.00
Memberships	\$10,000.00
Grants	\$7,000.00
Fundraising	\$80,000.00
Miscellaneous	\$2,500.00
Total Income	\$309,500.00

Expenses

Fundraising	\$25,000.00
Boarding & Kennels	\$60,000.00
Vet & Medical	\$150,000.00
Fees	\$4,000.00
Merchandise	\$14,000.00
Postage	\$14,000.00
Supplies	\$9,500.00
Newsletter	\$16,800.00
Insurance	\$3,000.00
Publicity	\$2,000.00
Legal	\$5,000.00
Miscellaneous	\$2,000.00
Total Expenses	\$305,300.00

Vice President - Education

This year was filled with Dog Owner Education (DOE) opportunities! To raise awareness of canine health and ownership challenges, I researched and shared serious topics including Coping with the Loss of Your Pet, Health Causes for Aggression, and Finding a Lost Dog. This year I expanded the DOE series to add fun topics including Dog Washing Machines, Games for Your Dogs, Cool Dog Names, and Dog Powered Scooters.

The importance of the DOE topics hit home for me after I re-circulated my all-in-one topic, "Bloat: The Mother of All Emergencies." I heeded my own advice to save the lives of two of my Danes when they bloated/torsed this year. I developed several web sites to share details of their symptoms, treatment, and recovery, and also with our experience with a leading-edge surgical technique for torsion prevention.



Beyond supporting the Maryland chapter's monthly public education events, I was delighted to attend events hosted by other MAGDRL chapters including PA's 4th Annual Dog Owner Education Brunch in October 2006, the 6th Annual PA/DE Dog Fest in April 2007, and NoVA's booth at Reston Pet Fiesta in May 2007. KUDOS to our chapters for spreading the word about MAGDRL!

Finally, I wrote the MAGDRL Privacy Policy that is posted on all MAGDRL web sites so that web visitors can feel safe when visiting our sites, donating to us, and applying for adoption. Thanks for ALL you do!

Lissa Scott
Vice President-Education

Vice President

It has been an honor to serve as VP for such a great organization for the past year. Having been a dedicated, active volunteer for five years, prior, I knew about passion and commitment. Being involved at this level has given a whole new perspective to those words.

This organization is blessed to have the quality of leadership that it enjoys. In a year of financial difficulty, changes in key board positions, insurance and by-law issues we not only survived but got better. That speaks volumes about this organization from top to bottom, past and present. My contribution, if there has been one, is as a new voice, a new perspective. No matter how good we may be, we can always be better.

John Sasser
Vice President

Public Relations

Being involved in a large volunteer group such as MAGDRL, I have learned that volunteers may not always get along and there may be personality conflicts. However, we must all focus on working together with one goal in mind:

We are here because we love Great Danes and want to share that love with others.



The PR Team has been extremely effective this year and I would like to thank everyone on the Team. And I am proud to be a MAGDRL volunteer.

Laurie Zoock
Publicity Director

Policy & Procedures

I joined the Board of Directors in February for the remaining term of this position when Kim Venezia resigned. Although I have only been on the BOD for a short time it has been a wonderful experience. I have participated in discussions on various topics and have learned a great deal.

Filling in for the remainder of Kim's term gave me a taste of being a BOD member which helped me to decide that I would love to be on the board in the Grants and Fundraising Position. This aligns well with the positions I hold in our New Jersey Chapter as Donations and Fundraising Team Lead, Event Coordinator, and Northern New Jersey Meet and Greet Coordinator.

As for the actual Policies and Procedures position I have to thank Christina Kallay who really did all of the updates and changes on the forms as needed and truly did all of the work that was required of this position. When I first came on board in February, Christina offered to help and show me the ropes and then in March we talked about me running for the Grants and Fundraising position, so Christina kept on doing all of the work required of the Policies and Procedures position, THANK YOU Christina!!!

I look forward to the upcoming year and hope to make it a banner year for Grants and Fundraising.

Cathy Dlugosz
Policy & Procedures Director



NC-East

In 2006, the Eastern NC focused on rebuilding chapter volunteer base and events. We added a new Event's team leader, Bev Bozeman, and she is making strides to find new events for our area.

The N.C. State Veterinarian School had their annual open house, and MAGDRL was invited back to participate. This event brings thousands of people out each year and is very big event in N.C. MAGDRL NC-E was also asked to participate in the Durham APS for the fourth year in a row. Bev also signed our rescue up for the Paw Jam in Wilmington, N.C. this spring as well as other new events in the future to try to reach areas that may not know about MAGDRL.

Our NC-E kennel team leader Michelle Fitzgerald continues to diligently work with the MAGDRL Danes housed in her kennel. Michelle works on social skills, behavioral, and health problems that the Danes must have before going into a foster or forever home. We have had many successful adoptions and foster-to-adopts come from Michelle's hard work. Going forward, she will continue to help the Danes that need a little extra work, whether socially or medically.

Janine Kushner is now doing the matchmaking for NC-E and is also screening volunteer and adoption applications. Janine is doing a great job in finding forever homes for our Danes. Sara Erickson is our behind the scenes foster team leader. We do not currently have a lot of fosters, but in time



Sara hopes to work one-on-one with new fosters, so they will be equipped to work with Danes.

We also have a brand new web-master, Chris Lala who will be working to get the new NC-E web-site up and running, so we can help educate the public and publicize

Sobering Statistics

HSUS reported in 2006 that U.S. shelters handled 6-8 million animals. Roughly 64% of the total number of animals were euthanized - approximately 3-4 million animals in the 1,000 shelters surveyed. Only 15% of lost dogs that enter animal shelters are reunited with their owners. Only 25% of dogs in animal shelters are adopted.

A contributing factor to the staggering number of animals that face euthanasia every day is owners who fail to spay and neuter their pets. Please spay and neuter, and adopt your next animal companion from rescue.

NOVA

The Northern Virginia chapter started this year out with gusto and just kept on going, The growth of our fundraising opportunities were phenomenal with the help of our volunteers, and we were able to bring in over \$2,000 with our first ever Yard Sale. We also started the organization-wide Penny War, started Zazle clothing, sold Gold Canyon Candles, continued eBay, had our first very successful Art Auction, (which we hope to do again in the future) and added to our Meet & Greet locations. Our total for fundraising for 2006 was \$23,521.56 and we spent \$14,880.61 on health care.

We could never have raised this much without being truly blessed to have such outstanding volunteers here in N. VA, where we are more like family than just volunteers. We do our best to bring our volunteers together outside of the rescue as well. This type of teamwork has helped us recruit many new volunteers and fosters to help the Danes.

We were able to coordinate with other chapters and transported several Danes to our area to help alleviate overflow of kenneling. We have been very fortunate that our give-up calls are few and that we don't seem to have many back-yard breeders in our areas. We placed 24 Great Danes in our chapter and only had 4 bounce back into the system, all of which were adopted again.

We have a lot of new fundraising things planned for 2007 and are looking forward to working with all of our outstanding volunteers and fosters. Our chapter continues to grow because of the dedication we have for the Danes. We want to thank all our volunteers for supporting us and giving their time to the rescue.



PA/DE

The Pennsylvania and Delaware Chapter had another record year in 2006. We were blessed to have many profitable events this year which allowed us to bring in more income than we spent. Our annual Dog Fest reported record breaking profits this year, clearing more than \$8000.00 from this fabulous event. We were also pleased to be able to bring back the Education Brunch which was well attended, not only by our own volunteers but also from other chapters and rescues.

Our phone lines were as busy as ever with a total of 350 calls this year. We process 111 adoption applications and had 46 adoptions. We took 139 Turn In calls, of which 42 were taken in the program and 11 were transferred to other chapters. We were able to help 23 families keep their dogs and 4 were returned to their breeders. There were 37 dogs either placed by their owners or the shelters before we were able to bring them in and sadly there were 22 who we turned down for temperament / bite histories.

Volunteer Chair

Our volunteers are what this rescue is all about and I'm happy to represent them on the board! Without the wonderful volunteers and fosters, we would not be able to help as many Danes as we do! All the chapters have done a great job bringing in new volunteers to increase our fundraising, M&G's, events and fostering .

As we continue to grow, teamwork becomes more and more important to our success. In 2006 we had 596 volunteers, compared to last year's total of 454, which is an increase of 142. Keep up the great work everyone!

Total volunteers per chapter this year:

NY	47
PA/DE	135
NJ	86
MD/DC	100
VA	103
WV	19
NC/SC	106

Nicole Russell
MAGDRL Volunteer Director



MD/DC

The MD/DC chapter continued to be a strong chapter in 2006. Our volunteers stayed as busy as ever and were out 2-3 weekends a month holding M&G's or attending events to promote MAGDRL and to educate the public about our wonderful breed. This also helped to gain new volunteers and adopters.

We hosted our second annual Dining for Danes Bull Roast and Silent Auction, raising \$6220.35. We also had several volunteers host yard sales, raising \$4640.86. There were also multiple other smaller fundraising efforts throughout the year. And one of our MD/DC area volunteers played a big part in putting together a cookbook fundraiser for the entire organization.

During 2006 MD/DC's intake volunteers handled 125 give up calls resulting in the placement of 41 Danes into new homes within MD/DC and our surrounding chapters. MD/DC took in 50 Danes and had 8 still available at the end of the year.

As 2006 came to an end, we were deep in planning for a volunteer training and appreciation event for all of our MD/DC area volunteers and foster homes. We want to make sure our volunteers know we couldn't do it without them!

NY

New York's small team of volunteers held up pretty well for a very busy year. Overall we took almost 600 calls and e-mails inquiries for adoption. We were called to give up 95 Danes, of which we took in 27 with a 9 Dane carry over from the previous year. Out of those, we placed 21, moved 2 to out of state to foster homes and had to help 2 Danes across the Rainbow Bridge due to age related illnesses.

Our funds were tight and unfortunately we ended the year in the red by approximately \$5600. We attended a few events, but New York is still lacking the volunteer force that some other chapters are lucky to have. Large events are hard to pull off as our members are just too far spread across the state.

We did make some great contacts and were able to design a brand new website, which was unveiled the end of 2006. A huge "Thank You" goes out to Patti and Mark Ussel of Firsthand Software, who donated the design and hosting fees of the new Site. Be sure to visit us on the web. It is a work in progress, but looks much more professional than the old site.

Our focus for the next year is to increase volunteer and foster home base and to eventually organize a big fundraiser.

NC-West

It's been a banner year for the WNC/SC Chapter. Increased fundraising leads the list of accomplishments with an all time high for the chapter. Followed by increases in membership, foster homes, volunteers, it truly has been a year of accomplishment.

The Holiday Fair, held in Greenville S.C. in December 2006 was the anchor event for a great fundraising season. MAGDRL volunteers with their Great Dane babies were out in force to work the event. The three day affair draws thousands of people each year. We're hoping to make this an annual event and have already registered for 2007.

Due to the split of N.C. into two distinct chapters, it became necessary to form a new team of Team Leaders. The team that was assembled has been nothing short of spectacular. Their dedication to the breed and willingness to step up and step out for MAGDRL has been fantastic.

NC/SC has always had a lot of Great Danes coming into MAGDRL, this year has been no exception. The addition of several foster homes this year has enabled us to take care of the incoming dogs without using commercial kennels. Our volunteer ranks also increased, allowing for more available people for evaluations, home visits, transports, etc. Dedicated volunteers are a godsend, we are blessed.

The challenge for 2007/2008 will be to keep the momentum going, add more volunteers to help share the load and keep Great Dane Rescue fun!!!

NJ

New Jersey had another successful year in 2006. 2006 brought us new and hard working volunteers who have stepped up to be terrific team leaders and contributors to our chapter. We continued strong in the event department attending twice again the Super Pet Expo in Edison, Raritan Great Dane Club Independent Specialty Show, the Chester Spring Fling, a Bowling for Danes event with a tricky tray and our favorite, Broadway Barks in NYC. We hosted lots of Meet and Greets and our volunteers came up with new locations to capitalize on meeting lots of interested and generous people, such as Dairy Maids and Rita's Italian Ices.

We remained consistent with our rescues, taking and placing approximately 50 Great Danes for the year. We thank our sister chapters who worked with us by transferring Danes to us to foster and allowing us to do the same.

We are proud of our record of fundraising which has consistently surpassed our spending, ending another year well into the black with over \$50,000 in income, a tribute to the volunteers in this chapter who work so hard for the Danes. NJ looks forward to another successful year in 2007, a united group, dedicated to help this wonderful breed we love. It is our pleasure to share together the good and the bad, to recruit new friends and volunteers and to continue our work as a successful chapter.



Southern VA

Well here we are, another year older and still very hard at work. Southern Virginia has been very lucky in gaining more volunteers, more foster homes, and improving relationships with many of the shelters, some as far south-west as Roanoke and Lynchburg to as far north as Bedford, Chesterfield & Fredericksburg, to right here in Virginia Beach and Norfolk.

We answered over two hundred calls covering owner surrenders to health and training questions. The Southern Virginia Chapter took in 62 Danes in 2006, placed 57 of them and had five still waiting for their forever homes at the end of the year. The longest had been with us since March and he has since found his forever family.

Our fund raising efforts remain about the same, we have a difficult time doing weekly Meet & Greet events because we are so spread out and cover so many miles. We have developed some great relationships and are now regulars at such large events as The Hilton Street Festival in Newport News, Animaila in Richmond, and the Neptune Festival in Virginia Beach so at least we are getting the word out about MAGDRL, the Great Dane Breed, our orphans, as well as adopting, fostering, and volunteering. We are still in need of many Team Lead volunteers and hope to be able to fill those positions in the near future. We are looking forward to an even better year in 2007!