



animal  
friends  
alliance

# THE PAW PRINT

MAY 2020 | VOLUME 4  
SAVINGANIMALSTODAY.ORG

Animal Friends Alliance  
is a 501(c)(3) non-profit,  
adoption-guarantee cat and  
dog shelter and subsidized  
spay/neuter clinic.



INSIDE: COVID-19 Response • Adoptable Cat/Dog Spotlight • #GivingTuesdayNOW • BizPAW Partners  
Animal Advocate Club: New Levels • Staying Connected • Happy Tails • Gala for Animals Preview

## SERVICE & PROGRAM: COVID-19 RESPONSE

Like everyone in our community, Animal Friends Alliance could not have predicted the circumstances and challenges that we have all experienced in the past few months.

Fortunately, we have not had to face these challenges alone. Our incredible and committed supporters, our experienced and agile staff, and a pool of now 1,016 remarkable active volunteers make Animal Friends Alliance resilient. Our alliance is determined and ready to move safely forward in our mission.

The last several weeks have forced us to be flexible and adapt our programs and services to provide continuity of support for animals and people while protecting public health. Animal Friends Alliance

is protecting the health of our community by instituting no-contact and limited-contact services and following government guidelines for best practices. Our campuses remain closed to normal foot traffic, and our amazing staff have taken on additional duties to meet increased demand as we evaluate how to safely reintroduce on-site volunteering.

Animal Friends Alliance has been able to expand our foster program at this critical time by introducing online training and virtual home visits (as approved by state regulators) to onboard new foster volunteers. When the state placed temporary restrictions on non-essential medical procedures, including spay/neuter, we

CONTINUED NEXT PAGE »

## THANK YOU, FOSTER VOLUNTEERS!

Animal Friends Alliance has always relied on the dedication and expertise of an amazing group of foster volunteers. Recently, new faces have joined our proud ranks. In just two months through virtual onboarding, we have welcomed a whopping **115 dog foster families** and **71 cat foster families**!

Thank you to both our new and seasoned foster volunteers. Your kindness and commitment to saving lives have created a new beginning for so many vulnerable animals. We are grateful for all that you do!

adjusted by expanding our foster-to-adoption program. By opening up this program, dozens of animals were placed into what would become their loving new homes while ensuring that they were not adopted without crucial spay/neuter surgeries.

As unemployment and income insecurity continue to rise, our Kibble Supply Pet Food Pantry has become even more important, and we depend on our generous supporters to keep the pantry well stocked. We have implemented a new “drive-thru” distribution model to provide crucial support to pet families in need while protecting community health. This strategy and the support of our donors have allowed this vital community program to remain accessible to new and returning clients at this challenging time.

Puppy and kitten season is upon us, and warmer weather brings increased concerns about health risks like heartworm and rabies, so our clinic services are as vital as ever. Vaccine clinics have continued through the crisis by shifting to appointment-only and incorporating social distancing and safer contact

procedures. We were able to resume public spay/neuter surgeries on May 1 and have instituted curbside check-in and pickup to minimize contact.

Throughout the COVID-19 pandemic, interest in adoption has remained high. We are conducting adoptions by appointment and are grateful to be able to connect animals with loving families. As our resources allow, we have continued to accept local owner surrenders and transports from areas with strained resources and high need.

We couldn't do any of this without you. Though we had to cancel or reschedule several important fundraisers so far this year, our supporters have risen to the challenge. Both our *Dancing with Myself* virtual mini-prom and #GivingTuesdayNOW exceeded our fundraising goals, and we know we can count on your continued support.

Together, we will continue to face whatever comes next and continue to be a lifeline for animals in need. Thank you for your help, hope and kindness. Your support is what truly allows us to continue *Saving Animals Today*.

## HOW ARE WE DOING?

Total Animal Adoptions:

**28,821**

Total Spays/Neuters:

**66,772**



**FACEBOOK**

Facebook.com/  
AnimalFriendsAlliance



**INSTAGRAM**

@animalfriendsalliance



**YOUTUBE**

search: animal friends alliance  
on youtube

**WEBSITE:**

SavingAnimalsToday.org

**EMAIL**

Info@SavingAnimalsToday.org

## CURRENT PROGRAMMING AND SERVICES AVAILABILITY

**\*\*Masks are required for all on-site services. For the most recent updates, visit SavingAnimalsToday.org.**



### Clinic Services

Vaccines and spay/neuter are available by appointment. Due to high demand, we are booking spay/neuter appointments several weeks out. Thank you for your patience!



### Grooming Services

Grooming services are available by appointment only, including nail trims. Please call to make an appointment. Response time may be longer due to increased demand.



### Adoption Services

Adoptions by appointment are taking place on both campuses. Visit our website to learn more and to complete an adoption questionnaire.



### Community Programs

Kibble Supply Pet Food Pantry has shifted to a drive-thru distribution model. Our PAL+ and Community Cat Programs are accepting applications.



### Volunteer Programs

On-site volunteering and regular orientation and training have been paused. We are continuing to welcome new foster volunteers—apply online.



# HAPPY TAILS



**Pearl Hart.** "My roommate and I adopted Pearl Hart, she has quickly become part of our family and the happiest part of our house!"



**Tillie [formerly Zaniya].** "Nine weeks ago today, we were blessed to adopt our sweet Tillie. She is pure love and joy. Thank you Animal Friends Alliance. We are so in love with this little girl!"



**Ellie.** "Ellie is an amazing addition to our family and brings us so much joy! She loves walking all over the neighborhood, hunting sticks and playing in her new yard. We're so grateful to have her."



**Hope.** "Our new kitty Hope is happily settling in. In reality, she's rarely this idle. She's usually on patrol, ready to play and be part of anything going on. We are soooo in love with her!!! Thank you for matching us with our perfect new family member!"

## CHERRY FINDS A HOME

**Cherry spent 9 months** with us, waiting to find a loving home. She was housed in an office on our Mulberry Campus. While there, Cherry won over all of her "coworkers" with her cuddly ways and quirky, discerning personality.

Cherry's new people wrote to tell us: "We are trying our best in making sure that she feels loved, safe, and comfortable. We already made a lot of progress in the last four days, which is sooo exciting!! She also let all of us pet her and she climbed onto my sister's bed and stayed there for a couple of hours."

We all adore her including my Dad who was initially hesitant in getting a

cat (but Cherry has melted his heart).

My mom and I are working from home and we both have stressful jobs, so Cherry has been a much-needed light in our household. I see her and I let go of some of that stress I'm holding."



Cherry making "biscuits" in her new, loving home!

## THE TRIUMPH OF TREVOR

**Little Trevor came to us** in bad shape. This feisty pug mix had been hit by a car and his injuries were many. After sharing his story on our Facebook page, our amazing supporters helped to raise several hundred dollars to go towards his surgeries.

Trevor has a resilient spirit and came through his multiple surgeries like an absolute champ. Dr. Marsella's surgical skills helped to heal Trevor's injured leg—and save an eye that had sustained significant trauma.

Trevor was then placed in a foster home that supported and loved him along his healing journey. Week by week, Trevor showed an almost-

magical determination to survive and thrive.

Trevor's new people contacted Animal Friends Alliance early in his journey and were active in supporting his recovery. Today, Trevor celebrates his survival with a healed body (including all 4 legs and both eyes) and a new, loving family.



Trevor made a full recovery, and landed right in the arms of his brand-new family.

Share your "Happy Tail" by sending your stories and photos to [Development@SavingAnimalsToday.org](mailto:Development@SavingAnimalsToday.org) or sharing to our page, [Facebook.com/AnimalFriendsAlliance!](https://www.facebook.com/AnimalFriendsAlliance/)



## TUNA

### *Looking for a Loving Home*

Tuna is an amazing 15-year-old kitty. She is friendly, affectionate, and loves to be pet. She enjoys following the staff members around our Mulberry Campus office and rubbing against their legs. Tuna has arthritis, which gives her a trouble when it comes to squatting in her litter box. Additional consideration will need to be used when setting up a litter box to meet her special arthritis needs. She is a lovely cat with wonderful manners. She also has the tiniest, sweetest meow you've ever heard.

Please call the Mulberry Campus at 970-484-8516 to learn more about Tuna.



## MARILYN MONROE

### *Looking for a Loving Home*

Marilyn Monroe is a sweet two-year-old Chihuahua terrier mix lady from Oklahoma who is learning what it means to be loved and cherished. She can be nervous and intimidated meeting new people, but with kindness and patience, she will soon give you her heart. *Some Like it Hot* and Marilyn is not a fan of snow but she is ready to give up *The Asphalt Jungle* to become an adored Colorado pup. She may prefer to be the only dog in the home, but she has a ton of love to give to the perfect family.

Please call the Taft Hill Campus at 970-224-3647 to learn more about Marilyn Monroe.

# GIVING TUESDAY | NOW GOAL REACHED...

**#GivingTuesdayNOW** was an additional day of giving and unity organized by the established #GivingTuesday initiative, in response to the need felt around the world due to COVID-19. Animal Friends Alliance was fortunate enough to participate as an early partner, and due to your overwhelming support at the very beginning of the campaign, we were awarded

a matching grant of \$1,000 from the sponsors!

Your incredible generosity didn't stop there. When we announced a \$10,000 matching gift, you stepped up your giving and we were over halfway to our match with over 48 hours to go for #GivingTuesdayNOW. This promising momentum inspired another generous donor to make an additional \$3,000 matching gift and by May 5, the day of the event, we had increased our total goal from \$25,000 to \$31,000.

You made gifts through several paths including offline checks, Facebook donations, our GoFundMe

page, and even donations coming through the Donate Now button on our website. As #GivingTuesdayNOW arrived, we were nearing our stretch goal. Before the day was out, not only had we reached our \$31,000 goal, but we exceeded it! Thanks to you, we raised a total of \$39,108.25 to continue our lifesaving services for animals in our community and beyond. You





# LEAD THE WAY IN ANIMAL ADVOCATE CLUB!

**Leader**, our newest top-tier Animal Advocate Club membership level, comes with some pretty great benefits—including a reserved table of 10 at our annual gala for you and your luckiest friends and family members. You'll also receive an invitation to our annual donor reception and some exclusive member merch including t-shirts or hoodies and an Animal Advocate Club member magnet for your car. We're excited to announce this newest giving level to you and introduce you to our newest leaders for animals. For more information, visit our website at [SavingAnimalsToday.org](http://SavingAnimalsToday.org).

In addition to our new "Leader" level, we have an even more exclusive opportunity—our Junior Animal Advocate Club. Do you have an animal lover aged 12 or younger in your life? Consider setting them up with a philanthropy-inspiring gift by signing them up as a Junior



If you're interested in membership or would like to know more, please contact us at [Development@SavingAnimalsToday.org](mailto:Development@SavingAnimalsToday.org).

Animal Advocate. Their membership will earn them some exclusive Animal Friends Alliance gear like a keychain and stickers. They'll also receive an ID card to prove their status as a bona fide member of our Alliance, and special messages from our staff meant just for them.

Right now, being a member of our Animal Advocate Club is more important than ever. Whether you

can contribute \$5 per month or \$500, your gift is truly lifesaving. That's why we're starting our annual membership drive a little early this year. **We're seeking 22 passionate supporters** who will join our Animal Advocate Club or increase their monthly giving—**will you lead the way?**

We are grateful for your compassion and your dedication to helping animals. The dogs and cats, and all of us here at Animal Friends Alliance, thank you.

## ...AND SURPASSED—BECAUSE OF YOU!

came through for the animals when we needed it most and we are so grateful!

As a special "thank you," all donors who gave \$75 or more will receive our new die-cast logo bottle-opener keychain. For those who gave at the \$100 level, we have "leaves of recognition" that adorn the mural on our Mulberry Shelter wall.

To each person who helped us exceed our goal and accomplish so much more, we offer our deepest gratitude. You are saving lives, finding homes, healing injuries, and allowing us to continue the work, day after day. Thank you!



**GRAND TOTAL:**  
**\$39,108.25**

- **20% OVER** our stretch goal of \$31,000
- **36% OVER** our original goal of \$25,000
- **RECOUPED 26%** of lost funding from Gala for Animals reschedule due to COVID-19.

# WILL YOU GO TO 80'S PROM NIGHT WITH US?

**Saturday, August 1**, will mark the first official *Gala for Animals* at the Hilton Fort Collins. Originally, this crucial fundraiser was scheduled for March 28, but it was postponed due to a statewide ban on gatherings during the COVID-19 health crisis. Thanks to dedicated supporters like you, our *Dancing with Myself* virtual mini-prom was a great success, raising over \$22,000 to support our programs and services. Even so, we missed celebrating with you and we are hopeful that we can see our friends and supporters in person for *Take Me Home Tonight* on August 1.

Animal Friends Alliance remains conscious of the current health climate as well as city, county, and statewide mandates. The event will take place in compliance with public health best practices and recommendations. Should our plans change, please refer to our social media accounts, digital newsletter or visit our website ([SavingAnimalsToday.org/events](http://SavingAnimalsToday.org/events)) for the most up-to-date information.

This year's *Gala for Animals* is our first live, signature fundraising event as Animal Friends Alliance. A robust silent auction, a live auction, the Magnificent Beasts art auction, and a special appeal will engage attendees as they enjoy a multi-course, plated dinner among friends.

Proceeds raised from the evening will support the lifesaving programming that Animal Friends Alliance provides. The goal of the event is to raise \$150,000 to support essential services that help animals and people when they need it most.

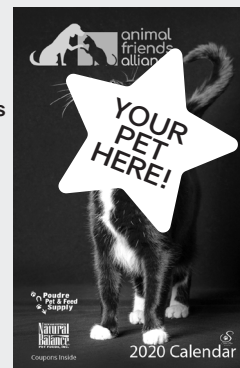
Sponsorship opportunities are open and available for businesses or individuals who wish to support our mission through this signature event.

Tickets are now on sale at [petprom2020.givesmart.com](http://petprom2020.givesmart.com) and can be purchased for a discount if purchased as a table. The Magnificent Beasts art auction is live online, bidding has begun, and looks to get competitive.

**We can't wait to see you August 1!**

## LIVE AUCTION SPOTLIGHT: CALENDAR COVER PHOTO SHOOT

Fur baby casting call! Make your pup or kitty famous on the cover of the 2021 Animal Friends Alliance calendar! Photographer Monique Renee of Silver Paw Studio will come to your home for a photo session, and you will receive a personal package of studio-quality photography!



## #503 ALPACA MY BAGS



**FEATURED SILENT AUCTION ITEM:** We all love llamas (and alpacas)! This clever package includes themed items like a large utility tote, cinch backpack, cross stitch kit, pencil case, slippers, nail file, note cards, storage pouch, wrapping paper, magnet, Easter basket, socks, clothes pin, coffee mug, Pop-socket, kitchen towel, tumbler, cat toy, and a car air freshener.

## #501 THE MOUNTAINS ARE CALLING



**FEATURED SILENT AUCTION ITEM:** Express your love for Colorful Colorado with this themed basket. Includes a C is for Colorado Book, 2 flag mugs, crew socks, coasters, paw car magnet, AMC Mountain necklace, Starbucks cup, and Best Dog Hikes in Colorado book.

## Thank you to our 2020 Sponsors GALA FOR ANIMALS

### PRESENTING SPONSORS



### PLATINUM



### MAGNIFICENT BEASTS



### GOLD



Leonard J. Mahoney, Ph.D. / Broadcom



### SILVER



Naomi Lederer  
Julie Piepho & David Bee

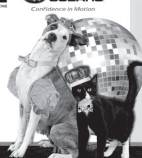


### BRONZE

- Wells Fargo Advisors
- Dr. Elsey's Precious Cat Products
- Wagz Pet Market

- Paws 'n Claws Veterinary Clinic
- Petfirst Health Insurance
- Raintree Animal Hospital

- Mulnix Animal Clinic
- Wild Birds Unlimited





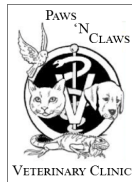
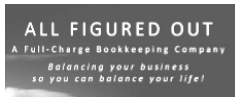


**Animal Friends Alliance has an exciting sponsorship program** that offers our friends in the business community the opportunity to become a Business Partner in Animal Welfare (BizPAW). As a BizPAW you make a commitment to the long-term sustainability of our organization. Your business becomes invaluable to our mission to provide comprehensive companion animal resources, services, and education to the community to prevent homelessness and promote the human-animal bond.

BizPAWS commit to a monetary gift or in-kind donation of professional service. We then publicly thank you for your generosity to animals in need, including in our print and e-newsletters, on the televisions in our shelter and clinic, social media recognition, and MORE!

Please contact Molly Rodgers, our Donor Relations Administrator, at [Molly.Rodgers@SavingAnimalsToday.org](mailto:Molly.Rodgers@SavingAnimalsToday.org) to learn more about partnering with Animal Friends Alliance as a BizPAW member.

## BizPAW HERO



## BizPAW LUMINARY



## BizPAW GUARDIAN

Colorado WaterJet Company • Eclectic Reader • Pawkin • Mulnix Animal Clinic • UPTRN

## BizPAW CARETAKER

Black Widow Pest Management  
Caring Behavior  
Ceva Animal Health, LLC  
Jennifer Swanty Insurance  
Hug-A-Love Pet Sitting, LLC  
My Big Day Events  
Tails Animal Chiropractic Care  
Wagz Pet Market and Grooming

## Featured Partner: Poudre Pet & Feed Supply

"Poudre Pet & Feed Supply has been a proud supporter of Animal Friends Alliance for more than a decade. Our longstanding partnership is built on the shared belief that affordable and accessible spay/neuter is the chief solution to ending pet overpopulation and homelessness. The recognition that Poudre Feed garners through sponsorship has helped our business build lasting relationships with customers devoted to this common cause for animals."



—Ashley Boothe  
Marketing Director



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2321 E. Mulberry St. #1  
Fort Collins, CO 80524  
SavingAnimalsToday.org  
(970) 484-8516



**Marilyn Monroe  
needs a home!  
SEE PAGE 4**

## HELP YOUR COMMUNITY CATS & DOGS BY GIVING



Here are just a few examples of what your donation can provide:

- \$35 Vaccinate Eight Shelter Pets
- \$65 Spay or Neuter One Shelter Pet
- \$100 Help an At-Risk Dog in Our PAL+ Program
- \$250 Provide All Pre-Adoption Care for One Cat or Dog
- \$500 Replace Important Medical Equipment



*How Much Hope Can You Gift?* Enclosed is my donation of \$\_\_\_\_\_

If donating by credit card:

Credit Card # \_\_\_\_\_

Expiration Date \_\_\_\_/\_\_\_\_/\_\_\_\_ CVV \_\_\_\_\_

Become a  
Member:  
Give  
Monthly



**Make Me a Member!**

☐ Yes, I want to join and  
make this recurring!

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

My contribution is on behalf of \_\_\_\_\_

An Animal Advocate Club  
membership is a wonderful  
way to support our  
organization,  
with levels starting as low  
as \$5 a month.

Learn more at  
[SavingAnimalsToday.org](http://SavingAnimalsToday.org)

**TO MAKE AN ONLINE DONATION, VISIT OUR WEBSITE: [SAVINGANIMALSTODAY.ORG](http://SAVINGANIMALSTODAY.ORG)**