



75,000
success stories and counting

PETRESCUE PROGRESS REPORT



Pet  **Rescue**.com.au



A few words from the founder

Hi and welcome to PetRescue's first progress report!

When we began PetRescue seven years ago, as a small team of volunteers from outside the welfare arena, we believed we had something to contribute to improving outcomes for companion animals.

Since then, we've seen animal welfare turn on its head, as hundreds of thousands of pet loving Australians have discovered ways to make a contribution in their own communities and become advocates for positive change. The whole team at PetRescue is proud to be a part of this revolution.

PetRescue works to give every independent foster carer, every rescue group and every single one of the community's homeless pets a voice – to reach the public and spread their message. We offer our services for free and invest heavily in awareness campaigns to show that adoption truly is the best option.

To date, we've helped over 75,000 pets find new loving families and believe it's possible to adopt our way to a 'No Kill' future for Australia's companion animals.

Each of our PetRescue friends, whether offering support with a donation, adopting a pet, sharing PetRescue with friends or simply cheering us on, has played a vital part in our success story and making 'happily ever after' happen for thousands of pets.

Pet lovers are innovative, compassionate and willing to open their hearts and homes to needy pets. We believe they are the answer to saving every healthy, treatable companion animal.

Collectively, you have been the catalysts, driving PetRescue from a tiny website to a national movement that's changing the face of animal sheltering. And we hope you'll continue to work with us in the future as our best days and biggest successes are yet to come.



Thank you,

Michelle Williamson, Top Dog
PetRescue.com.au



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Real change agents

As a fresh-thinking not-for-profit organisation, our PetRescue team works tirelessly to create innovative, industry-changing opportunities that help all Australian shelters and rescue groups find new, loving families for homeless pets.

Best known for our website, www.petrescue.com.au, it's our goal to bust the myths surrounding rescue pets by bringing rescue groups into the public eye and making adoption the first and only option for any Australian looking to get a pet.

We're working to put rescue pets into the hearts and minds of people in such powerful ways that killing healthy, adoptable animals becomes completely unnecessary in Australia.



OUR STORY

In 2004, we quietly launched the PetRescue website from a living room in the suburbs of Perth. Designed to help rescue groups get their adoptable pets online and drive Australia towards a 'No Kill' future, the website was the first of its kind in Australia. Funded by our own pockets, PetRescue.com.au was the very definition of a 'bootstrap' startup.

With many rescue groups yet to have their own website, the idea that promoting pets online would be the future of animal rehoming was met with scepticism from the animal rescue community. But we were determined to see the website succeed and approached rescue groups individually to invite them to try the service.

With perseverance, word of the website spread and it gained momentum, both in the eyes of the public and in the results it generated for rescue groups in growing their adoption programs. PetRescue successfully brings joy to the process of searching for a rescue pet, while overcoming the common obstacle that pet seekers feel visiting a shelter would be 'too sad'.

Today, the PetRescue website is the largest directory of rescue pets available for adoption in Australia, supporting over 790 rescue groups in their mission to save homeless pets from euthanasia.

Barney



This is Barney, adopted from Amanda at '4lablovers' through PetRescue. He's such a lovely boy and fitted right into our home. He even likes the cats!

OUR MISSION

- Elevate the status of shelter and rescue animals within the community, promoting shelters and rescue groups as the first and best place to go when looking to get a pet.
- Decrease the number of homeless animals in shelters, pounds and rescue centres through increased awareness, adoptions and preventative education.
- Support continued learning in the wider community and among those directly involved in rescue to advance the care and welfare of all animals.
- Support a cooperative approach between shelters and rescue groups in the rehoming of animals in their care, facilitating the sharing of information.



The joy of rescue

Supporting over

790 valued members

By joining PetRescue for free, over 790 rescue organisations now have access to marketing and promotion that reaches over 8,000 potential adopters every day. That's 2.5 million pet lovers per year!

All PetRescue's rescue members are fully independent and we respect that. We know there is no 'one-size-fits-all' approach to animal welfare and every community needs something a little different. We're part of their processes, committed to working with our members to help them grow their adoption programs and save more lives.

The services, resources and programs we offer on a day-to-day basis make it a truly worthwhile business partnership. Members receive an introductory information e-pack, tips on writing engaging pet profiles and ongoing support. They also enjoy active involvement in the PEDIGREE® Adoption Drive and other successful PetRescue programs.

United under PetRescue, we all stand stronger, especially the little guys.

Qboy the scruffy mutt



Qboy was adopted via PetRescue in December 2008. He was in very friendly and loving foster care at the home of a devoted worker for Caboolture Animal Rescue. Described by them as a "scruffy mutt", his breed mix is unclear – but he's 100% love and fun. He's much loved and will be here for life.

20 PETS SAVED BY CALLING ON OUR MEMBERS

PetRescue was contacted regarding a four-month-old black Labrador puppy and 19 other dogs at Renbury Farm pound in Sydney. The dogs were due to be euthanised the next day, as they had been available for adoption for 28 days with no interest. After calling our rescue group members, foster care placements were found, thereby rescuing all 20 dogs from euthanasia.

EMAIL RECEIVED, 12TH MARCH 2010

"Hi guys, I just wanted to let you know about Sally. This four-month-old Lab x pup, rescued from Renbury Farm, came to us as a foster."

Within 24 hours of Sally's details being posted on the PetRescue website, we'd had three adoption applications for her! By the weekend there were six. That same weekend, three prospective adopters drove from Newcastle, Gosford and Parramatta to see Sally at our home in Sydney and we were in the very fortunate position of being able to choose from two ideal homes for her."

Such a happy ending to a potentially tragic story. I can't believe Sally was about to be put to sleep.

Sally's story demonstrates the effectiveness and wide reach of the PetRescue site. Although the staff at Renbury do their best, people don't consider a pound somewhere to go to adopt pets. Sally struggled to get noticed there, but had flocks of fans as soon as she appeared on PetRescue with 340 views! Thank you.



Devoted workers

S.A.F.E. AND SOUND RESULTS

Saving Animals From Euthanasia (S.A.F.E.) is an animal rescue and rehoming service founded in the Pilbara town of Karratha in 2002. Across nine branches in Western Australia, S.A.F.E. rehomes an average of 2,300 pets every year and currently has over 200 pets in foster homes around the state.

With veterinary costs high and funding low, S.A.F.E. does not have a huge budget for advertising our pets. PetRescue provides a vital service to our organisation and to the homeless pets we care for. Every pet that comes through our doors goes onto the PetRescue website with great results.

As a leader in the animal welfare industry, PetRescue initiates and funds many projects to support and benefit rescue services which, previously, we could only ever dream about.

By supporting PetRescue, we know we are supporting animal rescue and rehoming groups across the country and helping to save many more lives than just the ones that are brought into S.A.F.E.'s care.

Michelle Macann
S.A.F.E. HQ



Proudly supporting our members



Australia's largest directory of rescue pets

The PetRescue website is what we're most famous for. Since hitting the 'go live' button in 2004 the site has grown to become the largest directory of rescue pets available for adoption in Australia.

Over 75,000 pets later, PetRescue's online advertisements are still a testament to what positive attitudes and community engagement can achieve. Adoptions were up in 2010. The number of potential adopters visiting PetRescue has grown immensely this year and we are now seeing a monthly average of over 200,000 unique visitors which has resulted in even more impressive results.

- **1,500 dogs and puppies adopted each month**
- **800 cats and kittens adopted each month**
- **150 'other' animals (guinea pigs, rabbits, birds, etc) adopted each month**
- **Over 2,000 Australian families take home a new pet found via PetRescue each month**
- **Over 40,000 adoption posters have been downloaded for distribution since our website launched**

Lily



This is my beautiful kitten Lily, who we adopted through PetRescue. The foster carers were so loving and Lily's parting with them was bittersweet. She's a gorgeous cat, full of mischief and enjoys cuddling up to us at night.

TECHIE TALK

The geek in you might also be interested to know that we total an average of 3.16 million page views each month and generate approximately 151,235 automated emails (daily pet alerts, as-it-happens alerts, member contact emails and send-to-a-friend emails) every month.

A HIGH-FIVE FROM HITWISE

PetRescue reached the No.1 slot for the first time in the Hitwise website rankings for Australia, leading the Community Organisations category in the July to December 2009 period. We were also crowned the second highest ranking website in the overall Community category and picked up a Top 10 Award, ranking number five in the Lifestyle - Pets and animals category. Our thanks goes out to the volunteers, member rescue groups and, of course, pet lovers for making this possible.



PEDIGREE® Adoption Drive

In this the second year of partnership between PEDIGREE® and PetRescue, the Adoption Drive is truly leading the way as an innovative life-saving campaign.

Sharing the heartwarming story of Gracie the rescue dog through TV, print and social media led thousands of potential adopters to PetRescue.com.au, where homeless dogs got their chance to shine and show the Australian public that adoption truly is the best option.

During the eight weeks of the campaign PetRescue.com.au saw site traffic rise by 41% and the largest ever increase in adoptions, with 4,238 dogs adopted.



BRINGING AN ADOPTED DOG HOME - FREE ADOPTER STARTER KIT

All new adopters were issued with a starter kit, including a copy of PetRescue's 'Bringing an Adopted Dog Home' brochure, which helps new owners of rescue dogs during the settling-in period.

Charlie



We adopted Charlie about two and a half years ago. She is a runt and has massive kangaroo ears but is the fastest kelpie we've ever seen (and the biggest smoocher). She is also completely in love with her big brother, our cat Oliver, who was also a rescue pet.

\$100,000 was donated by PEDIGREE, \$25,000 by Woolworths and a further \$25,308 by members of the public, reaching a total of \$150,308.

This allowed PetRescue to continue to operate throughout 2010, increasing awareness and adoptions well past the campaign period.



Placing furry faces in the Pet Pages

Along with the national awareness campaign in TV, print and social media, provided by PEDIGREE under PetRescue's direction, the Adoption Drive Pet Pages of 2010 was an extremely successful rehoming promotion.

Over the course of the 20-week campaign, a total of 840 dogs were featured in glossy, full-colour advertisements in national weekend papers. Each Sunday night a PetRescue team of six writers, two proofing editors and a coordinator each set aside two hours to select dogs and write profiles for the five state features. Our volunteers gave hundreds of hours and the team never missed a deadline.

Over 80% of dogs featured found new homes and each Sunday PetRescue received an average traffic increase of 42% as potential adopters flocked to the site.

Without a doubt, the Pet Pages offer tangible results for our grassroots rescue members, who were able to access an advertising medium that's usually beyond the budget of rescue groups.





PetRescue programs demonstrate that we are true to our word - practicing what we preach to achieve great things.

Donks



After three months of being his foster carer, I finally found Donks a home. He is a real softie. I swear when his new family picked him up he was smiling. He was so happy. As soon as I saw his face I knew I had picked the right family. He's my favourite rescue so far - a big goof ball. I would have kept him if I didn't already have other dogs. He's a really special boy.



PetFoster

PetFoster.com.au

REACHING OUT TO GIVE PETS A SECOND CHANCE IN LIFE

Australia is known as one of the world's foremost pet loving nations, yet every year over 250,000 homeless pets are euthanised across the country. The aim of our PetFoster program is to significantly reduce that number by placing homeless pets into temporary foster care until new, permanent homes can be found.

Many people don't realise that most rescue groups don't operate shelters or kennels, instead they rely on networks of everyday people to provide a temporary home for pets they would not otherwise be able to save. The PetFoster program expands the life-saving capabilities of rescue groups by promoting pet foster caring in the community and encouraging animal lovers to get involved.

Since its launch in July 2010, 89 rescue groups have registered with PetFoster to recruit carers. Over 200 carers have also expressed an interest in opening their homes to foster and save the lives of homeless pets.

PetFoster participants are making a real difference to the plight of homeless animals, whether it's giving pets the chance to be a family member in a safe environment, providing death-row pets with more time to find their perfect families, or caring for a pet while they recover from illness. With the help of foster carers, we can create a future where no healthy, adoptable pet goes without a loving home.

Lights, camera, action

As part of PetRescue's ongoing foster care recruitment drive, we have flyers and posters to attract and inform potential carers and we will be producing an online video training course for people looking to start a foster group in their own community.

To find out more about the PetFoster program, go to petfoster.com.au or email foster@petfoster.com.au

Rosie



We first considered adoption after the PetRescue Open Day at PETstock in Balcatta. When 14-week-old Rosie arrived in-store for adoption, I knew she was the one for us! We don't really know what breed little Rosie is, maybe a cross between a sausage dog and a ridgeback? But she is the cutest thing ever! She has an older doggy brother Oi, and is going to training and visits the park every day.

Didge



This is my boy, Didge (he was 'Bear' when I adopted him). He's a quirky fella with a lot of affection for everyone. He loves to talk and show off his "inside toys". He seems to have a lot of intelligence and learns things quicker than I've seen with other dogs - I'm not biased I swear!

In-Store Adoption Program

BRINGING PETS OUT OF CAGES AND INTO THE COMMUNITY

One of PetRescue's fundamental messages is that rescue pets are healthy, happy and adoptable. There's no better way to prove this than to get rescue pets face-to-furry-face with Australia's pet loving public.

We've lost count of the times we've heard shelters say, "If only I could get people here to meet this pet, they'd fall in love and take her home." It's true. But most shelters don't have the luxury of being able to pay top dollar for central retail locations - sadly they're stuck in old warehouse buildings, or out of the way locations.

So, we stepped up to the challenge and rolled out the PetRescue In-Store Adoption Program in 2009 across country wide PETstock stores. This gave adopters the chance to meet and interact with rescue pets, learn about responsible pet ownership and speak to an adoption adviser about how to choose the best pet for their family.

The program is now being introduced to all ethical pet stores nationwide who would like to get involved. We are also offering support and advice to participating rescue groups, including resources outlining best adoption practices and ways to enhance the adopters' experience.

Contact info@petrescue.org.au for more information about our In-Store Adoption Program.



Off-site pet showcasing

RESCUE PETS PUT ON A SHOW TO CHANGE PERCEPTIONS

Other effective ways of getting rescue pets out into the community include live events, TV shows and media opportunities, all of which enable us to take a big step closer to changing long held beliefs about rescue pets. Each time we heard the words, "I can't believe this dog is a rescue dog", it reaffirmed that the message does get through.

In 2010, 149 rescue dogs made live media appearances, accompanied by 126 handlers, numerous volunteers and the entire PetRescue team.

These rescue dogs acted as ambassadors, promoting rescue to the wider community and proving that adoption truly is the best option!





Interstate Rehoming Program

OVERCOMING DISTANCE AS A BARRIER TO HAPPINESS

In 2007, PetRescue coordinated its first interstate adoption. But that was just the beginning. Jetpets now generously donate three free interstate flights for needy pets each month. By connecting rescue organisations with like-minded groups in other states, opportunities to move pets from places of low demand to places of higher demand are discovered.

The biggest boon for this program was in mid 2009, when nine death row kittens became our first jet-setting felines. They travelled in comfort from Queensland RSPCA, where they have a year-round kitten season, to South Australia where they were adopted in just four hours!

More than 200 lucky pets, unable to find homes locally, have been connected with loving families interstate. Proving that distance need not be a barrier to happiness!

Maisie finds love in Melbourne

For Fraser Coast Dog Rescue, 80% of their dogs find new homes outside the Fraser Coast and some are even flown interstate. President Annette White praised PetRescue for making this possible by allowing people to search for pets across Australia.

Recently, a Geelong lady named Lily flew to the Gold Coast to meet eight year old border collie Maisie. Lily said she loved border collies and was looking to adopt an older, less active dog. When she couldn't find a match locally, she extended her search interstate through www.petrescue.com.au and fell in love with Maisie.

Not wanting Maisie to meet her as a complete stranger at Melbourne airport, Lily flew up to meet her and take her for walks before they flew back together.



Dusty



We have had Dusty now for two years - she is perfect! Quickly became the adopted sister of our other dog Badger and they are inseparable. She is responsibly spoilt and has inspired us to do more with dogs in the community. So glad we found PetRescue!

Where do puppies

come from?

AUSTRALIAN'S SAY 'NO' TO PUPPY FARMS

Way back in 2007, PetRescue was awarded a Voiceless grant to develop our 'Where do puppies come from?' project. Its aim was to eliminate the demand for inhumane dog breeding facilities by helping Australians make educated pet acquisition choices.

What started as a two-month-long campaign aimed at raising public awareness of the animal welfare issues associated with the Australian puppy farming industry, grew into something of a movement.

Our information website wheredopuppiescomefrom.com.au has received 228,793 visitors and our Facebook awareness group 'Australia Says No To Puppy Farms', now has a whopping 19,286 supporting members.

PUPPY FARM AWARENESS DAY

Puppy Farm Awareness Day is held on the 19th September, offering the opportunity to spread the word about this cruel industry in Australia.

After promoting the first Puppy Farm Awareness Day in 2009, this event is now officially on the calendar of Australian pet lovers.



Puppy Farm Awareness Day

September 19

www.wheredopuppiescomefrom.com.au



Bailey



This is the beautiful cat Bailey (previously Spencer) we adopted from DCH through PetRescue. He has the most amazing calm and affectionate nature and is very intelligent. PetRescue is such a great way to find the right cat. :)

Secret Cat Society

COMPASSIONATE CAT-LOVERS GIVE OUTDOOR KITTIES EXTRA HELP

Shelters around Australia are struggling to cope with the amount of cats arriving on their doorstep every day. In fact, many cats have an 80% chance of being euthanised.

As part of our resolution to support 'No Kill' strategies, PetRescue is determined to promote care and respect for free-roaming cats.

40% of cat owners are secretly feeding a cat they don't own

Unfortunately, despite these encouraging figures, resources for Secret Cat Carers have been limited. Often the only advice anyone is given is to 'call the council'.

At launch, we invited carers to join the Secret Cat Society and find out how best to care for these animals in their community. Our Secret Cat Society campaign enabled us to tap into the compassion already existing in the community for these animals, raise awareness, educate carers and promote desexing.

From January to May 2010, we sent 2,000 posters to vets nationwide, over 50,000 emails to Australian subscribers and added a Secret Cat Society branded email footer to over 730,000 recipients. The media was also engaged, with radio interviews in Perth and Melbourne, a feature in the Canberra Times and a future inclusion in the Kittens & Cats Annual 2011.

The kitties that got the cream

Over the year, hundreds of people have signed up letting us know that they are Secret Cat Carers, and we plan to use this as a basis for further promotion about cat health and free-roaming cat advocacy.

We have also received a lot of positive feedback from vets that the campaign was practical, simple and attractive. Many secret owners were able to get advice on desexing and ongoing care. A whole host of requests for more information came from local council agencies. As the frontline in cat welfare, they were pleased to hear there was another humane option for these cats.

And perhaps the best outcome of all is that these now desexed cats are no longer contributing to the thousands of kittens going into shelters. Many have become tame, with some even working their way indoors!



Spreading the word

THE SECRET'S OUT

There's been a great deal of interest in expanding resources and support for community cat carers from cat advocacy groups, pet food companies and vets alike, so you'll be seeing a lot more of the Secret Cat Society in the year to come.

To find out more, go to communitycats.com.au or email info@petrescue.org.au

Do you have a secret cat?

40% of cat owners secretly feed a cat they don't own. Wild, stray, homeless... help us do the most for our Community Cats.

1. If she loves a pot and isn't shy, ask around the neighbourhood. She may just be dining out at your place!
2. Take her to your vet to be scanned for a microchip - she may be someone's missing family member.
3. A Community Cat can be a joy to have around, but when she arrives with kittens in tow she may not be so popular. Take the plunge and have her desexed - consider it a donation to cat welfare! Ask your vet today for more information.

For more information on caring for community cats, visit our website www.communitycats.com.au

web nose fotos
PET RESCUE



We're very social

The new PetRescue Facebook page launched in October 2010 already has over 3,000 pet loving fans following our fight for a 'No Kill' future.

With supporters sharing over 10,000 pets on their Facebook profiles, it's proven very successful in spreading the good word that pound puppies and shelter pussies make great pets.



Twitter a Critter

Every pet on PetRescue now has a Twitter and Facebook button, so with just a couple of clicks visitors can spread the word and help a homeless pet find a loving family.

Every month, our featured pets have inspired over 800 Facebook posts and more than 200 tweets since launching the Twitter a Critter functionality.



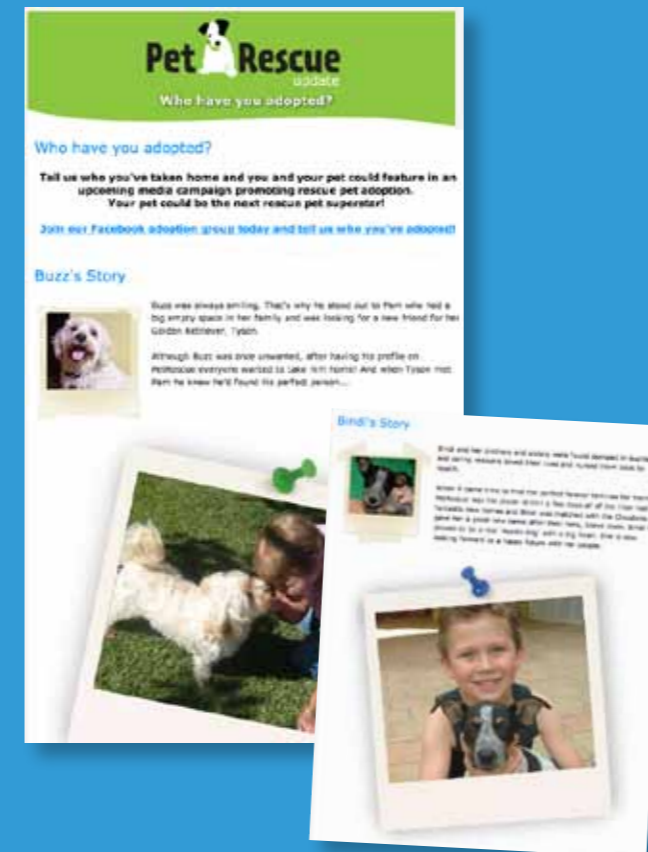
Wilma



I found Wilma on the website of PetRescue. It was love at first sight! So I travelled 188km to Ballarat to pick her up.

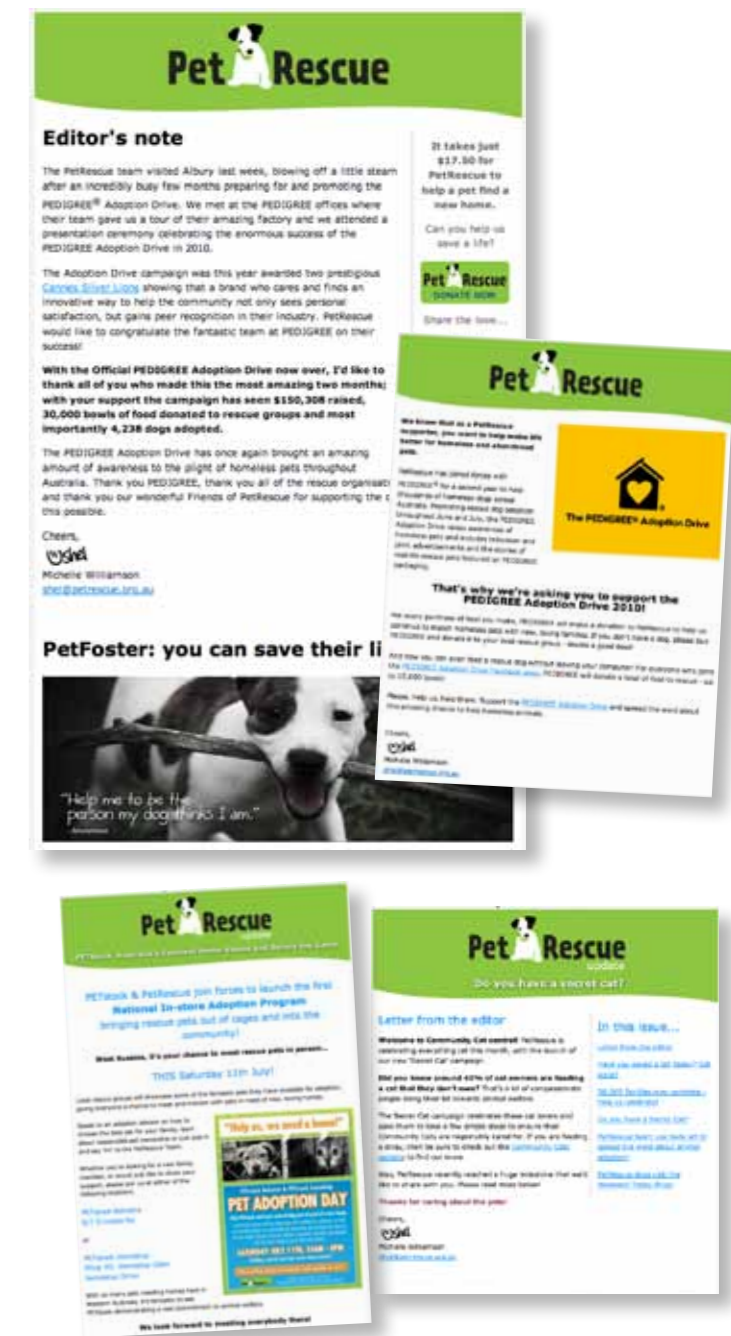
THE PETRESCUER

'The PetRescuer' e-newsletter gives rescue groups an insight into what's happening in the wider rescue world, with great ideas from across the globe, tips and tricks to help the pets in their care find fabulous homes and how to get involved in positive promotions.



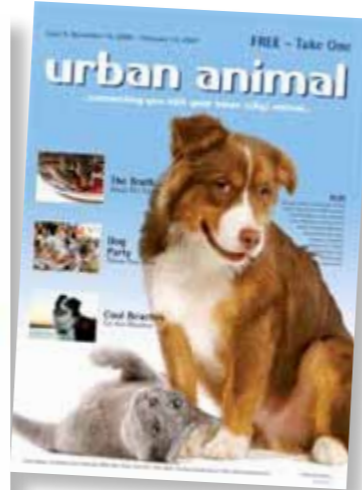
PetRescue newsletters

With over 50,000 subscribers, the Friends of PetRescue Newsletter keeps the pet loving public up to date with the latest rescue news and innovative ways they can help find a loving home for pets in need.



PetRescue in the press and media

At PetRescue, we've worked hard to establish our reputation as Australia's rescue change agents, launching innovative awareness campaigns and programs that have captured the hearts and minds of the pet loving public.



Narla



This is our beautiful girl named Narla who we adopted from PetRescue six weeks ago. She's the second dog we've adopted from the site. She is a wonderful part of our family!

PetRescue in the press and media

JOONDALUP Weekender
Real estate, Spring in air, Close call
Thursday, October 16, 2008

School injury worries

Jessica Willoughby
A schoolgirl's injury has caused a stir in the Joondalup community. The incident occurred at a school where a dog was present. The article discusses the safety concerns and the school's response.

Joondalup: 9301-4446

TAKING CARE OF YOUR FAMILY'S BEST FRIEND
PETS
GAMES & PUZZLES INSIDE

MEERKATS
VANESSA AMOROSI & HER FOUR-LEGGED FRIENDS
TOP 10 MAIL CLIPPING TIPS
CUTE POSTERS!

Beau



We found Beau two years ago through PetRescue. Here he is at his 3rd birthday party.

Woman's Day
PETS

Where do puppies come from? Spoiled women Vickie Davy, said dog training experts hold long arguments against purchasing dogs produced in 'puppy mills', which were often sold on mass through pet stores and newspaper advertisements.

thewest.com.au
Thursday, 22 April 2009 1:04:02 PM

Warning on puppy farms

Where do puppies come from? Spoiled women Vickie Davy, said dog training experts hold long arguments against purchasing dogs produced in 'puppy mills', which were often sold on mass through pet stores and newspaper advertisements.

"Because these puppies are produced in bulk, neither their long term physical or behavioural health is properly cared for," Mrs Davy said.

"This can lead to aggression, timidity or separation anxiety and cause immense problems for the dog, its new family and the community."

According to where do puppies come from? a puppy mill or puppy farm is a dog breeding facility.

Perth Press PLUS \$400 OF STA VIDEO ANY AL

NEWS
Help save pets from death row

After being only hours away from death, some of the residents of Wags 2 Whiskers boarding kennels are thankful to be alive.

The shelter, which has been operating since before Christmas, takes in dogs and cats saved from the pound by various rescue groups in the area.

All Cincz said the animals were saved from the pound on the last day before they are put to sleep.

"We keep them until they get a home," she said.

"We have jack russells, cattle dogs, greyhounds, german shepherds, labs, just about everything."

The shelter usually holds around 100 dogs at all times, as well as about 60 to 80 cats.

nemsn
Web search

NATIONAL NEWS

- Australia to remember tsunami
- Solve Latham issue: Carr
- He Witt reveals plan to beat P
- Abu Ghraib torturer faces P
- more news

Today on nemsn

- How to adopt a homeless pet
- Food ideas for your picnic hamper
- Be a bad guy in Golden Eye: Rogue Agent

CARBON NEUTERED

YOU MAY HAVE GONE GREEN, BUT WHAT ABOUT YOUR PET? IT'S TIME TO MAKE FIDO AND FIFI ECO-FRIENDLY, TOO.

RECYCLE A PET :: Adopt from an animal shelter. Check out www.petrescue.com.au for surrendered animals looking for loving new homes around Australia or visit www.spca.org.nz for New Zealand orphans. Neutering your pet also stops unwanted mini mutts and maggots ending up in a shelter.

LINE THE TRAY A GREENER WAY :: Use old newspapers or wood-waste chips for cat litter.

MICROCHIP YOUR MATE :: Searching for a lost pet uses pet TAG HIM, TOO :: Consider a handmade collar by the Keekoni Maasai women of Kimuka, Kenya - 40 per cent of the profits projects in their homeland. Also check out IRayYou's 30 per cent recycled pewter pet tags. Both available at www.bowhouse.co

Pet lifestyle
THE MAGAZINE FOR PET LOVERS | Winter 2009 | \$4.95

NEW!
PetRescue pages inside
See someone you like?

Scary spiders
We don't think so

Twitchers
There's a bird for someone like them

Keeping horse
All things being equine

Wil Anderson and PetRescue
A funny man for a patron

PETstock
animal supplies
... part of your family!

kittens cats
ANNUAL 2010

FELINE FREESTYLER
Artist in Residence

VETERINARY ADVICE ON:
Feline cystitis
Diabetes
Periodontal pain
Conjunctivitis

SIAMESE DREAMS

EXPERT ADVICE ON:
Going feral // Feline flu // Scratching
Feline aggression // Obesity

Meet the PetRescuers

Shel

I'm the Top Dog here at PetRescue. I always believed the secret to solving the homeless animal problem was to help bring pet lovers in the community together, and that's how PetRescue was born. By getting rescue pets out of cages and into the community, we can showcase what fantastic animals they are and I genuinely believe we can reach a day when there are no more homeless pets in Australia.

My day is spent working closely with rescue groups and researching worldwide best practice techniques in responsible pet ownership and animal welfare to share with our members and visitors to the PetRescue site.

Rescue is my life. And what a blessed life it is.



JB

Hi! I'm PetRescue's resident web monkey. I'm also the financial guy and analytical proofreader, but my primary role within PetRescue is to keep our online tools running smoothly and implement cool new features that make life for our members and site visitors easier. So, in a roundabout way, I help more fantastic pets find fantastic forever homes.

I've spent most of my career working in IT for some of the largest corporates in Australia, and it's great to be able to bring the big-picture skills and experience that I've developed over the years to the PetRescue team. Being involved in this constantly-evolving project from day one has been the most worthwhile and rewarding thing I've done in my life.



Vix

I'm a bit of a mixed breed. I worked for years in advertising and marketing, then studied to become a behavioural dog trainer and began working in animal shelters. Through PetRescue I finally found a job that actually complements my completely random skill set!

What I love most about my job at PetRescue is that it's all about connecting people with rescue pets. When I'm not tweeting for TwitterPetRescue, I'm talking to corporate and community partners and finding new ways to spread the word about just how great rescue pets are. The harder and smarter we work - the more beautiful rescue pets find their forever homes.



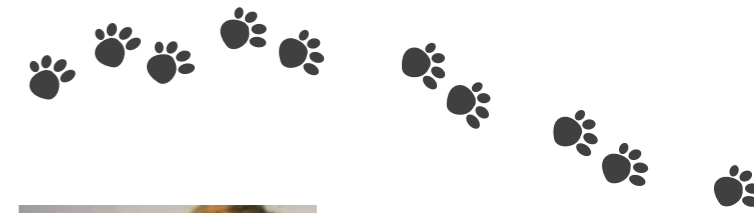
A special thanks to our volunteers

Tristan, Stef, Siân, Sue, Kirsten, Jo, Jess, Renee, Deb, Rebecca, Tim, Jon, Scott, Smile Photography (WA) and Wet Nose Photography (QLD)

PETRESCUE BODY ART

At PetRescue we're always looking for ways to start conversations about animal adoption. We like to talk rescue pets with everyone we meet. So what better way to start a conversation than a really cute tattoo?

That's how we ended up at Ange's, our local tattoo artist. After a lot of buzzing, a bit of whining and a few 'owies' we were super happy with our gorgeous tats. Totally worth it!



Melissa

I'm fairly new to rescue and was motivated to get involved after I tried to adopt a dog. I found the process challenging to say the least. Going to the pounds was a daunting thought, and when I approached some rescue groups directly, I was unsuccessful. So, when I heard about PetRescue, I was relieved to see someone making rescue easier. I've now become a foster carer and help PetRescue with their In-Store Adoption Awareness program. It's been the most amazing and rewarding experience. Try it, you'll never regret it. ;)



Tash

I absolutely love being a part of PetRescue because we always focus on the positives. After writing profiles for the Pet Pages, I was invited to help co-ordinate the 2010 Adoption Drive events, from Yellow Dog Day to the commercials. I had the best job of all - hanging out with our gorgeous rescue dogs all day. I'm also a foster carer, but having failed to part with three of my foster pets, I now have cats of my very own as well as a constant stream of foster kittens. And while my friends may call me 'The Crazy Cat Lady', I love what I do and friends do seem to visit more when I have kittens!



Looking to the future

Still managed by our organisation's three initial creators - Shel, JB and Vix - we still truly believe in the value we provide to homeless and abandoned pets.

The trusted relationship we have nurtured with our rescue group members allows us to present new ideas while understanding their individual needs. We're proud to have brought some of the most cutting-edge ideas to the rescue mainstream.

We believe we have a vital role to play in enabling the next generation of rescuers to be more effective, more innovative, more open-minded and more positive, creating an empowered rescue industry, striving for zero euthanasia.

STRENGTHENING OUR GREATEST ASSET

The PetRescue website, launched in 2004, is still the website being used today. Developed before 'social networking' was a buzzword and Facebook even existed, the website has had to evolve as best it can to meet the expectations of the community. But the technology is now showing its age and failing under the huge loads.

Our vision for PetRescue V3 is to refresh the design of the PetRescue website, incorporating all of the current functionality while adding a wealth of new resources for the public and our member community. Without major sponsorship to fund this redevelopment the website runs the risk of becoming too successful for its own good.

Success on a shoestring

As we offer our services free, we are entirely dependent on the generosity of supporters. Each one of our campaigns, although highly effective and groundbreaking, is launched on a limited budget and only made possible by the dedication of our team and the support of the rescue community. Our finalised financials speak for themselves.

Bella



Bella was adopted a year ago. She is such a loving dog and adored by everyone who meets her.

REVENUE	2006/2007 \$	2007/2008 \$	2008/2009 \$
Corporate sponsorship	3,590	8,471	116,382
Donations	500	27,351	46,690
Interest received	1	89	87
Total revenue	4,091	35,911	\$233,285

EXPENSES	2006/2007 \$	2007/2008 \$	2008/2009 \$
Accountancy	1,060	2,020	4,670
Adoption promotions	778	5,005	16,697
Depreciation	-	186	973
Employee benefits/Expenses (incl Superannuation)	-	-	113,530
Operating expenses	1,343	12,725	45,651
Total expenses	3,181	19,936	181,521

Striving for a 'No Kill' future



Help us help pets

PetRescue doesn't fall into any standard category for grants and sponsorship. We are an animal rehoming organisation without animals. We are a community organisation but work online, so there is no single community that we support. We help rescue groups to reach their full potential for no financial return.

That's why we seek a solid business partners to take PetRescue to the next level. We need support to realise our 'No Kill' vision for the future of animal sheltering in Australia.

Email info@petrescue.com.au to contact the PetRescue team.



Everyone loves a happy ending

Look at that face. It's our adopted fur kid Amber, the voluptuous Staffy x rescued by the RSPCA in 2007. Very loving and very lazy, Amber spends most days at my feet in the Caboodle Copywriting office while I write. In fact, you could say she has seen this brochure right through from start to finish, keeping me company (as always). So, it's comforting to know that this report will support PetRescue and its members in continuing their admirable work - giving adorable homeless pets, just like Amber, a second chance at a happy life. On behalf of the 75,000-plus pets you have saved from euthanasia, we thank you with all our heart.

Jo Baker - Caboodle Copywriting