



Monmouth County
SPCA

NOT-FOR-PROFIT
ORGANIZATION
Founded 1945

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Monmouth County SPCA the Results Are In!

ASPCA Awards \$100K Challenge Grants

EATONTOWN,N.J. - For three months in 2011, the **MCSPCA** was one of 49 organizations across the country that participated in the **ASPCA \$100K Challenge**. The organization that saved the most lives over a three month period was awarded a \$100,000 grant from the **ASPCA**; however, the real winners across the country were the 8,977 animals who were awarded their forever homes.

While last year was the sophomore year for the national competition, it was the first year that the **MCSPCA** participated in *the \$100K Challenge*. While they didn't win the \$100,000 grant, they did finish in 27th place by saving 96 more lives over the same period last year. *"It was an honor to be a part of this Challenge. The MCSPCA saved over 1000 lives in three months and we were so inspired by all the great work done by all the organizations who participated that we continued to challenge ourselves and have saved a record-breaking 4,014 animals in 2011! We are grateful to the ASPCA for making us all winners, especially the animals,"* stated **MCSPCA Executive Director Laurie Garrison** about participating in the national competition.

The \$100,000 grant wasn't the only prize that the **ASPCA** awarded. There were also several other grants that contestants were eligible for and the **MCSPCA** was able to successfully secure three of them. First was the *We Did It Grant*, which was a \$1,000 financial award that sent one of the organization's executives to the Society of Animal Welfare Administrators 2011 Conference in San Francisco, Calif. This provided **MCSPCA's** Laurie Garrison the opportunity to attend *the \$100K Challenge* debriefing and share the experiences of the other contestants in the **ASPCA \$100K Challenge**.

The **MCSPCA** also was awarded \$300 for the *Community Engagement Data Grant*, which will be used to feed and care for the animals. While reporting animal statistics were required for participation in *the \$100K Challenge* the MCSPCA also provided information on the number of unique visitors to their website, the number of Facebook® friends and the amount of donations raised for each of the three months as compared to the same period last year.

The **MCSPCA** also is very fortunate to have hundreds of dedicated and talented volunteers and it was with their help that they won a \$1,000 grant in the *\$100K Challenge Photo Contest*. There were more than 500 photos and videos submitted by volunteers and adopters from all over the country representing the different shelters that were participating in competition. **ASPCA** officials had the difficult job of selecting 23 finalists from the photos that best depicted the *\$100K Challenge Spirit*. The shelters that had competing semi-finalists then turned to their communities to get out the vote. After almost 20,000 votes were cast, there were 15 winning entries that emerged each receiving a \$1,000 grant for the shelter of their choice.

The winning photo that will benefit the animals of the **Monmouth County SPCA** was taken by volunteer Natalie Markova and featured her fellow volunteer Robin Jones with Maggie, her MCSPCA alumni dog. Maggie had been returned three times due to anxiety issues so Natalie and Robin started taking her out on outings and photo shoots in an effort to help get her adopted. The effort was a success – Robin became hooked and Maggie was booked!

When the **MCSPCA** entered into *the \$100K Challenge* they also used the three month period to challenge themselves, their procedures and to roll out new programs. During this time, the **MCSPCA** adopted a program of rescuing puppies from overcrowded shelters in the south. Also all adopted cats and dogs now go home with home with a custom **Monmouth County SPCA** ID tag and collar. To visit any of the adoptable pets at the **Homeward Bound Adoption Center**, located at 260 Wall Street in Eatontown, stop by Monday through Friday 1– 5 p.m. or Saturday and Sunday 12–5 p.m. or you to learn more about the organization visit www.monmouthcountyspca.org.