

GREETINGS FROM OUR PRESIDENT & CEO



SHORTY



IKIE



BOB

One of the most important things that the **Monmouth County SPCA** learned in 2013 is that in order to remain relevant and continue to meet our mission, we must be flexible and proactive in adjusting our programs and services to meet the evolving needs of our community.

Many of you are aware of our quick response to Superstorm Sandy with the opening of the Pet Pantry and sheltering of displaced pets. What we learned in the process of meeting those challenges was that there is a need for an ongoing Pet Food Pantry in our community. We also learned that we could reduce the number of surrendered animals to our shelter by providing a temporary resource of pet food, supplies and subsidized medical care through the Pet Pantry. **Today we currently serve more than 385 families and care for over 1,000 animals through the program.**

In 2014, we intend to build on this success through the construction of a new Pet Pantry facility and a focused outreach toward reducing the number of pit bulls in our shelter. **Over 55% of the dogs**

surrendered to the MCSPCA are pit bulls or pit bull mixes, and this loving and misunderstood breed is involved in a majority of our law enforcement investigations. The Pittie Project was designed to address this disturbing trend.

We are also very excited to announce the opening of a new MCSPCA Adoption Center at the Petco facility in Middletown. You will hear more about these exciting initiatives throughout this newsletter.

MONMOUTH COUNTY SPCA
SAVE THE DATES

FOR OUR

FUR BALL

June 14, 2014

Stillwell Stables
Cotts Neck, NJ

DOG WALK

OCTOBER 11, 2014

BROOKDALE COMMUNITY COLLEGE
LINCROFT, NJ

On behalf of the MCSPCA, we are incredibly grateful for the generosity and support of our more than 9,000 donors in 2013. **Your continued support gives us the ability to provide shelter, care and medical attention to those animals who need it most.** Last year we saved more than 3,600 lives. Let's work together and make 2014 a year for even more lifesaving.



Jerry Rosenthal, President & CEO

A LOOK BACK AT 2013

2718 ADOPTIONS

302 REUNITED WITH FAMILY

6361 SPAY/NEUTER SURGERIES

327 COMPLIMENTARY SURGERIES THROUGH THE PITTIE PROJECT

385 FAMILIES SERVED THROUGH THE PET PANTRY

250 ANIMAL SURRENDERS PREVENTED THROUGH THE PET PANTRY

729 CRUELTY CASES INVESTIGATED

52 HUMANE LAW ENFORCEMENT CASES PROSECUTED

464 WILDLIFE TO REHAB

500 DEDICATED VOLUNTEERS

16962 FACEBOOK FOLLOWERS

OVER 3600 LIVES SAVED!

DIRECTORY

Monmouth County SPCA & Homeward Bound Adoption Center

260 Wall Street, PO Box 93
Eatontown, NJ 07724
Tel: 732.542.0040 Fax: 732.542.4552
Web: www.monmouthcountyspca.org

HOURS OF OPERATION

Seven days a week, 12PM to 5PM

Homeward Bound Adoption Center at the Freehold Raceway Mall

3710 Route 9 (lower level next to Sears)
Freehold, NJ 07728
Tel: 732.637.1960

HOURS OF OPERATION

Monday - Saturday, 10AM to 9:30PM
Sunday, 11AM to 7PM

MCSPCA Vogel Spay/Neuter Clinic

Tel: 732.542.3125
Fax: 732.542.4552

Low Cost Spay/Neuter Surgery

SCHEDULE APPOINTMENT ONLINE
Monday - Thursday
Admission 7:30 AM to 8:45AM, Pickup 2:30PM

Vaccine & Microchip Clinic

NO APPOINTMENT NECESSARY
Every Friday, 10:30AM to 2PM

Maureen O'Brien Cats & Dogs Thrift Store

Tuesday - Saturday, 9AM to 4PM
Tel: 732.542.5342

Dog Obedience Training

Positive, rewards-based training to help
your dog become a good family companion.
Registration: 732.440.1536

Humane Law Enforcement Division

Chief Victor "Buddy" Amato: 732.542.0040

BOARD OF TRUSTEES

Jerry Rosenthal- President and CEO
Daran Haber, MD- Chairman
David Kelley- Vice Chairman
Josephine Joel- Secretary
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Ursula Goetz
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SERVICES AND PROGRAMS

- 🐾 Animal Shelter
- 🐾 Bereavement Counseling
- 🐾 Cruelty Investigations
- 🐾 Dog Obedience Training
- 🐾 Flea & Tick Products
- 🐾 Humane Law Enforcement
- 🐾 Lost & Found
- 🐾 Low Cost Spay/Neuter Clinic
- 🐾 Pet Adoptions
- 🐾 Pet Pantry
- 🐾 Thrift Store
- 🐾 Vaccine Clinic
- 🐾 Volunteer Program
- 🐾 Wildlife Rescue Referrals



I AM A LOVER, NOT A FIGHTER.

The mission of the **Pittie Project** is to reduce the number of pit bulls in our shelter by getting out into the communities and offering free spay and neuter surgeries, support, and education while raising awareness.

Pit bulls are loving pets, but their strong, active and loyal personalities have made them a target. **Over half of the dogs on our adoption floor at any point are pit bulls or pit bull mixes, but these faithful companions make up less than a tenth of our dog adoptions.**

In keeping with our mission to prevent animal surrenders and improve the lives of animals in our community, the MCSPCA developed the **Pittie Project**. Last year, we performed 327 free spay/neuter surgeries for pit bulls and pit bull mixes. This year our goal is 750, but we cannot reach this goal without **YOU**.

Your support will provide:

- Free spay/neuter for pit bulls and pit bull mixes
- Vaccinations, microchips, leashes & training for pit bulls
- Humane Ed to combat animal cruelty & dog fighting
- Free pet food through the MCSPCA Pet Pantry



Please help us save New Jersey pit bulls by supporting this critical program. To learn more, please email dawn@monmouthcountyspca.org, call 732.542.3125 or visit our website at MONMOUTHCOUNTYSPCA.ORG.

MCSPCA PARTNERS WITH TRUPANION

This past fall, Julia Applegate and Chris Lopez stopped by our Freehold Adoption Center and fell in love with a puppy named Cindy. After getting settled in her new home, Cindy came down with a medical issue in her eye and was rushed to the vet. She was diagnosed with glaucoma and had to have surgery.



Fortunately, 90 percent of Cindy's vet costs were covered by pet health insurance provider Trupanion. **Any animal adopted at the MCSPCA receives thirty days of free Trupanion coverage!** Thanks to Trupanion, Cindy's unexpected medical issue was treated quickly and medically insured, leaving her healthy and happy- like she never missed a beat!

Trupanion pet health insurance covers 90% of veterinary costs with no payout limits. All future MCSPCA adopters can be rest assured that their new pet will be Trupanion insured when they leave our doors!

BACKYARD BUDDIES PROGRAM

To help improve the feral cat crisis in our community, the MCSPCA developed **Backyard Buddies**, a program that promotes the adoption of feral cats. Rico Suave had lived outdoors his entire life before coming to the MCSPCA. Needless to say, he was not a happy camper in our care.

Rico deserved a chance at a loving and healthy home, and that is just what he got when he was adopted by a family as their beloved Backyard Buddy.



Rico Suave has now made himself right at home. He meows at the door at meal time and loves to cozy up in his front porch bed. Rico has found his place. **Please help us provide the same for hundreds of other deserving cats who are waiting for an indoor or outdoor forever home!**

Feral cats thrive in outdoor environments like backyards, farms, stables, and warehouses. The MCSPCA offers assistance to Backyard Buddy adopters, who provide daily food, water and a friendly face for their Backyard Buddy.

To learn more, please email nina@monmouthcountyspca.org, call 732.542.5962 or visit our website at MONMOUTHCOUNTYSPCA.ORG.



NEW MIDDLETOWN HOMEWARD BOUND ADOPTION CENTER

The MCSPCA is pleased to announce the grand opening a brand new Adoption Center at the current Petco facility in Middletown. This Adoption Center will expand our outreach in Northern Monmouth County, help us broaden our adoption efforts, and allow us to find even more forever homes for the homeless animals in our community. Please mark your calendar for the grand opening of our Middletown Adoption Center **in early May** and stop by to check out our new digs. Stay tuned for more information.



Things were not so easy for Jake before he was surrendered to the MCSPCA. He was a high energy seven-year-old boy who had been shuffled around to more than five different homes in his lifetime.

Jake was not trained, had difficulty relaxing, and would jump & steal just about anything. He was also very stressed at the shelter and losing weight. **He wasn't putting his best paw forward for potential adopters.**

Fortunately for Jake, a team of dedicated MCSPCA behavior training staff and volunteers came together to help give him the extra training, attention and TLC he needed to become the dog he was always meant to be.

Prior to Jake's training, he would never have been considered a family dog. Now, he is a loving and loyal furry friend to a wonderful family with two young children who love him to pieces.

The MCSPCA works hard to give every animal in our care the second chance they deserve, and your support allows us to provide underdogs like Jake with all the time and extra care they need to find their forever home.

To learn more, please call 732.440.1536 or visit our website at MONMOUTHCOUNTYSPCA.ORG.

JAKE THE UNDERDOG FINDS HIS FOREVER HOME



Monmouth County SPCA

PET PANTRY



The Pet Pantry program is a key component of the MCSPCA's mission to promote responsible pet ownership. This initiative allows pet owners experiencing difficult times to keep their beloved pets rather than surrender them to a shelter, by providing food, leashes and other pet care items.

The Pet Pantry currently serves more than 385 families and 1,000 animals throughout Monmouth County and our surrounding communities. We estimate that without the program, close to 250 animals would have been surrendered to our shelter. With the momentum we have seen in 2013, the MCSPCA has expanded plans for the program this year, including a new building and a goal to support more than 1,000 families.

We have raised nearly two-thirds of the funding required to construct the building and hope to secure the remainder in time to begin construction in 2014. **All animals deserve to stay in the warm, loving environment they have come to call home. Please help us keep them with their families.**



ROSEBUD



QUEEN & FREDDIE



PIPER



TIGER & BUTTERSCOTCH

PUPARAZZI CREDIT: Photos used in this newsletter are courtesy of Natalie Markova Photography and Victor Bubadias Photography.

UPCOMING EVENTS

MCSPCA PUPPY KINDERGARTEN

When: Monday, March 17 at 6PM
Monday, April 7 at 7PM

Where: MCSPCA Freehold Adoption Center

Build a positive relationship with your dog & support shelter animals at the same time!

MIDDLETOWN ADOPTION CENTER GRAND OPENING

When: Early May (Stay Tuned for the Exact Date)
Where: Petco in Middletown

Say hello to some furry faces and join in the fun as we celebrate our grand opening.

MCSPCA FUR BALL

When: Saturday, June 14
Where: Stillwell Stables in Colts Neck

Additional details to follow, please mark your calendars and stay tuned to our website!

MCSPCA 21ST ANNUAL DOG WALK & PET FAIR

When: Saturday, October 11
Where: Brookdale Community College, Lincroft

Join us as we celebrate 21 years of paws walking for a cause! MCSPCADOGWALK.ORG

**** Please note, the event will be held on the **second Saturday in October** in observance of Yom Kippur.*



* PINOT *
DOG WALK & PET FAIR
HONORARY CHAIRDOG

STAY CONNECTED!



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[@TheMCSPCA](https://TheMCSPCA)



youtube.com/MonmouthCountySPCA