



People for Animals
401 Hillside Avenue
Hillside, NJ 07205
www.pfaonline.org
973-282-0890

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Organization
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Newsletter Fall 2010

This issue: PFA buys building to open a second high-volume clinic in Mercer County!



PFA's 5th Annual Tricky Tray November 5, 2010

Join us for this year's Tricky Tray at the Manville VFW, 600 Washington St, Manville, NJ. Doors will open at 6pm and drawing will begin at 8pm.

Admission fee of \$20.00 includes one sheet of tickets for regular prizes as well as complimentary hot appetizers, coffee, tea and cookies.

Pre-register using the form below or online at www.pfaonline.org for \$18.00 and you will receive a second sheet of tickets at the door when you arrive.

50/50 raffle. Over 200 prizes including Flat Screen TV, Sony Playstation, Set of Luggage, Coach Bag, KitchenAid mixer, Queen AeroBed, Digital Camera and frame, Housewares and much more!
See www.pfaonline.org for more prize descriptions and pictures.

For more information call 973-282-0890 x 311 or email pfarose@gmail.com.

Name: _____

Address: _____

City/State/Zip: _____

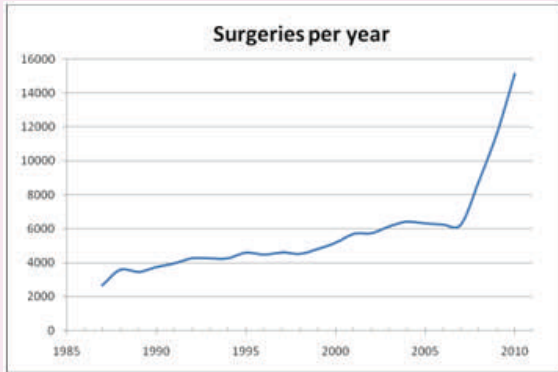
Phone: _____

Number tickets requested: _____ Please include names of registrants on separate paper.

Return to: PFA Tricky Tray, 401 Hillside Ave, Hillside, NJ 07205

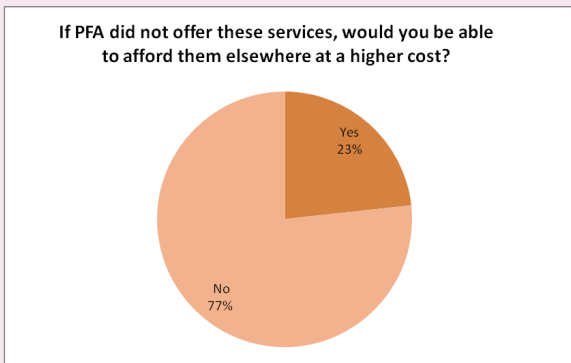
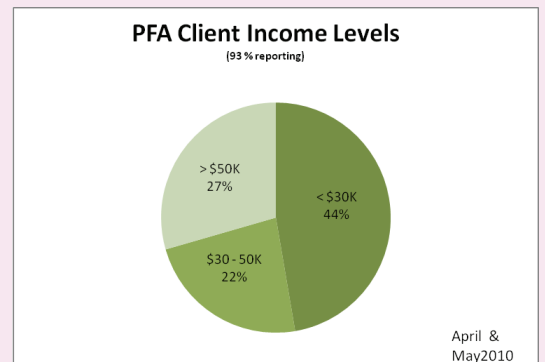
Read 'em—and weep (*for joy!*)

Our clinic stats for last fiscal year—mindboggling already...and still growing...



For those of you who have followed People for Animals through the years, here are some very interesting statistics which represent not only the commitment our organization has had to ending overpopulation of companion animals in New Jersey over time, but the tremendous growth and efficiency of our clinic in the past 3 years since the purchase of our new clinic in 2007. Our previous clinic afforded us the opportunity to complete a respectable 6,000 surgeries per year. At over 15,000 surgeries last fiscal year, and an expected 18,000 or more next year at our Hillside location, we are now by far the largest low-cost spay/neuter clinic in the state. Spay/Neuter is the most effective weapon we have against homelessness, and we are very serious about providing safe, efficient services to those in need.

PFA has been largely successful in targeting lower and middle income groups. Nearly half of clinic clients report an income level below \$30,000 annually. For a family of five, this would fall below the Federal Poverty Level. The greater part of our clientele is unquestionably in need. Furthermore, our experience has revealed that the needs of this demographic group extend beyond spay/neuter. They also struggle to provide basic routine care for their pets. Lacking affordable options, many animals go without basic vet care.



In the summer of 2009 PFA responded to this need by opening a low cost Wellness

Services program providing minimum standard vet care including basic testing, deworming and vaccinations. This program also allows us to reach pet owners to make them aware of the need to spay/neuter their animals BEFORE they are of breeding age, BEFORE they have even one litter. About 70% of the animals seen at our wellness clinic are reproductively intact. Of those, 60% go on to have surgery at our clinic in large part because of the awareness and education we provide during wellness services regarding the importance of spay/neuter, especially at an early age.

According to the Department of Health and Senior Services Shelter Intake and Disposition statistics, in just the past 5 years shelter intake rates have decreased by nearly 16,000 animals per year. More than half of that decrease was from the 8 surrounding counties from which PFA attracts most of its clients. Meanwhile intake rates from outlying counties (those beyond PFA's historical reach) have remained largely unchanged. Counties in the northern region which are closer to PFA's clinic in Hillside, show a decrease in shelter intake since 2005, while the more remote counties in southern NJ show increasing rates for the past 3 years. Clearly at 15-18,000 surgeries per year PFA is an important part of the fight against companion animal homelessness.

The last available year of reporting showed that over **100,000** animals were handled by NJ shelters. Over **38,000** were euthanized. And that's only the shelters who reported their data. At first these statistics may cause us to be dismayed. Why aren't the euthanasia statistics in New Jersey going down faster than they are? We must remember the days when shelter intake and euthanasia were increasing leaps and bounds every year, and the fight we have waged to turn the tide. Remember the days when people would allow their animals to "have at least one litter" because they thought it would be "a good experience for their children". The days when veterinarians would not spay/neuter prior to 6 months of age or before the animal went into heat at least once. Society is finally becoming educated about proper pet care, and spay/neuter is increasingly a part of that. Frustratingly not fast enough for most of us, but with science and studies and education on our side to combat ignorance we will prevail. NJ is at a turning point and it is imperative to continue with as much zeal as ever. Access to affordable spay/neuter is the most important thing we can concentrate on in order to continue the downward trend. Who better to provide services than People for Animals when we have the proven experience, efficiency, and renewed commitment to preventing overpopulation along with the resulting cruelty and abuse?

Let's do it again...

People for Animals purchases building to open second high-volume clinic

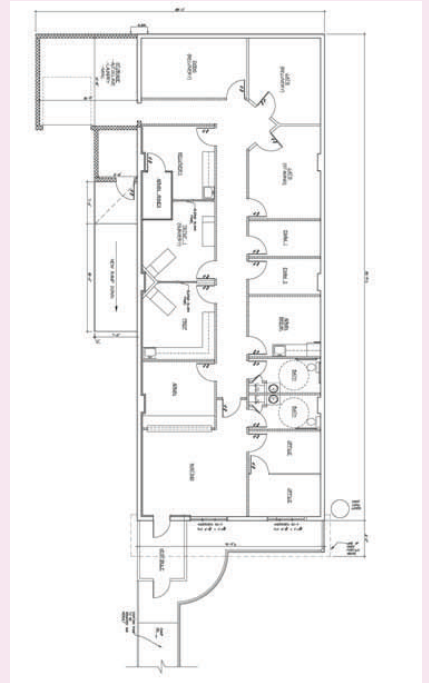


We hope that we've convinced you of the enormous impact our services are having on so many lives and our remarkably efficient use of resources. We ask you to continue to support us as we repeat the success of our Hillside clinic. On September 1, 2010, People for Animals purchased a building to open a second high volume low cost spay/neuter clinic in Mercer County just outside of Trenton. We estimate that once the building is renovated and at full capacity, we will be able to perform an additional 10,000 to 12,000 surgeries per year. With both clinics running at full capacity People for Animals will total a mind-boggling 30,000 spay/neuter

procedures every year. The impact this will have on overpopulation in New Jersey will be even more significant.

The property is a former social club on 3.5 acres—the building formerly used for receptions and parties with an open floor plan. While the building itself is about two thirds the size of our Hillside location, the 3.25 acres of land allows ample parking and the possibility of future expansion. Current renovations are being designed with future expansion in mind. We plan to partition the space efficiently to accommodate the workflow of a busy clinic. A great location with easy access to major highways ensures continuation of our already successful transportation program, already running 5 or more times per week from Hillside, at our Mercer County clinic. We will reach new clients who desperately need access but do not live close enough.

The renovations will require us to raise at least \$200,000 more to complete renovations and open for business. Our goal is to carefully scrutinize how we spend every dollar to maximize the number of animals we can save. Imagine a whole new section of our state having easy access to our services. Imagine the impact more than 10,000 extra spay/neuter surgeries per year will have. You can be a part of the solution too. Please donate to our clinic fund today so we can get started! Imagine helping us stop the euthanasia of innocent animals who have done nothing wrong except to be born.



SEE TO OUR WEBSITE www.pfaonline.org FOR MORE SPONSORSHIP OPPORTUNITIES FOR OUR NEW FACILITY!

YES! I want to be part of the solution!

**Enclosed is my tax-deductible contribution to the PFA Mercer clinic fund.
Or donate online at www.pfaonline.org!**

Name: _____

Address: _____

City/State/Zip: _____

Phone: _____

Return to: PFA Mercer Clinic Fund, 401 Hillside Ave, Hillside, NJ 07205



Did you know that New Jersey has its own political action committee which supports animal welfare? A PAC is an organization that supports and/or opposes candidates running for office based on the candidate's position on issues of interest to the PAC. PAWPAC champions candidates who support legislation to strengthen penalties for dogfighting, teach humane education in schools, modernize NJ animal cruelty laws, put an end to puppy mills, prohibit the cruel chaining and confinement of dogs, and the promotion of spay/neuter. Want to find out how you can help make changes happen right here in NJ? See njpawpac.com!

Animal Welfare Federation of NJ

Did you know the Animal Welfare Federation of NJ organizes the largest Animal Welfare Conference on the east coast, and it is held right here in NJ every spring? YOU can register and attend this event to learn more about all types of animal related issues. Please see awfnj.org for more information—and don't miss the opportunity to learn at the conference!

New Check Box on NJ Tax Returns

Did you know that this year all NJ residents filing income taxes will have the opportunity to contribute part of their tax return to fund low-cost spay/neuter? Look for this checkbox on your next tax return, and contribute to spay/neuter!



Celebrate the Holidays by honoring your pet with a special light this year!

PFA will be displaying our "Sparkles for Spays" holiday tree to celebrate the most productive and successful year our clinic has had in 28 years! Your \$5 donation per light for each pet will be used in support of our spay/neuter programs.

Come and see your pet's name on our holiday tree displayed from December 1 through January 31 in the lobby of our clinic in Hillside.

Name: _____
 Address: _____
 City/State/Zip: _____
 Phone: _____



Pet Name	\$5.00 per light
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_____	_____
_____	_____
_____	_____

TOTAL	_____
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Return to: PFA Sparkles for Spays, 401 Hillside Ave, Hillside, NJ 07205 or email pfarose@gmail.com