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The Verona Street Animal Society, Inc. is a not-for-profit organization that supports Rochester Animal Services.

**Don't Miss The 2009
The Fast & The Furriest
Saturday, June 27
184 Verona St.
8 a.m. Start**



How can you help?

Volunteer your time:

Whether it's walking, training, bathing, or just socializing with our animals, you'll help enrich their time at the shelter and improve the likelihood of their adoption. Also get involved with fundraisers, off-site promotions, festivals, or helping in the clinic.

Donate needed items:

Blankets & towels	Pillowcases
Collars & leashes	Heating pads
Sturdy chew toys	Puzzle feeders
Stuffed animals	Pet brushes
Shampoo shampoo	Pet treats
Rubbing alcohol	Hydrogen peroxide
Cotton swabs	Cat litter scoopers
Can openers	Brooms & dustpans
Laundry detergent	Dish soap
Pet carriers	Pet crates

Xerox Funds Help VSAS

Thanks to longtime Xerox employee and Animal Services supporter Carol Giotto, the VSAS was able to obtain \$1,000 for this year's The Fast & The Furriest™ 10K Race & 1-Mile Dog Walk via the Xerox Community Involvement Program (XCIP). Xerox launched XCIP in 1974 to provide the means to channel funds to local teams of Xerox employees for specific community projects.

Carol has been involved in fundraising activities for the shelter for a number of years in her effort to "pay it forward." Carol and her husband, Don Crumb, adopted an abused English Mastiff from the shelter in 2000. As a way of saying thank you, Carol and Don have had multi-family garage sales, Yappy Hours (doggy happy hours), and also sell gift cards from Grossman's Garden and Home to raise money for and to collect other items needed by the shelter. With the formation of the VSAS, as a 501(c)(3) organization, Carol was able to submit a proposal to XCIP for funding. This is the second year that XCIP funds have been awarded to the Verona Street Animal Society in support of The Fast & The Furriest™ event. The VSAS was awarded \$3,000 in 2008. Carol was also the top pledge earner in 2008 and the second place pledge earner in 2007.

Annette Oresick is another Xerox employee that is actively involved with the shelter. Annette has volunteered at the shelter since 1998. She's one of the senior dog walkers who help dogs learn basic commands so they are able to put their best paw forward and increase their chances of getting adopted into a loving, forever home. She also volunteers at RAS adoption events around the city to help spread the word that Animal Services is a great place to start when looking for your next furry friend.



▲ **Carol Giotto and Chris Fitzgerald at the 2008 race/walk.**

◀ **Annette Oresick at RAS.**

▼ **Carol Giotto, Marie Niedermeier and Janet Dray working the food tent at 2008 race/walk.**



From The Director's Chair



It's springtime. That means an increase in calls for service and in the numbers of animals entering shelters. June is recognized as Adopt-A-Cat Month in shelters throughout the

country because cat intakes are generally higher that month than others. The purpose of this national campaign is to draw special attention to shelter cats during this peak in cat season in the hopes of finding them homes and thereby helping alleviate the burden on animal shelters.

The combination of warm weather, increased activity, and availability of food contribute to high reproduction for cats in the spring and summer months. As a result, there are higher numbers of unwanted litters, nuisance cats trapped, and injured cats entering shelters. All cats entering shelters are unfortunately exposed to pathogens that can lead to upper respiratory infections (URI). This is not surprising if you consider that many cats have been roaming and have not received routine veterinary care. Then they are transported, often by strangers, to an unfamiliar place with lots of other cats, barking dogs, more strangers, and unusual sounds and odors. The whole experience is very stressful, and that stress can increase a cat's susceptibility to infection.

Many cats may develop URI, which is essentially like a human cold. Most of these cat colds will resolve within a week or so if the cat is eating, drinking, and resting in a less stressful environment like a new home. That's where you come in. Helping nurse a kitty through the sniffles seems like a small additional price to pay for the ultimate reward

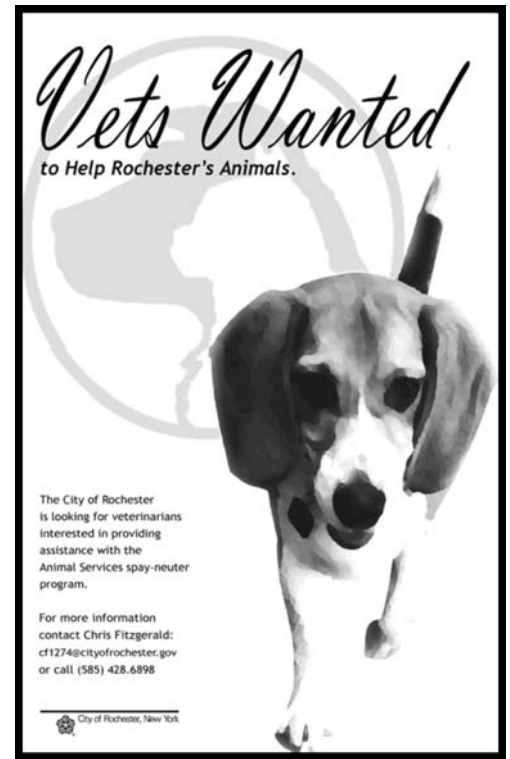
of saving a life and forming a new bond with a loving and grateful companion.

At the Animal Services Center, you can adopt two cats for the price of one, year-round. This adoption incentive began as part of our June, Adopt-A-Cat Month promotions. However we quickly realized that our cat season seems to run from April through September and that even during the winter months, intakes well outpace adoptions. This spring, I want to continue to promote cat adoptions as we have in the past, however I want to also challenge our community to increase its support for sheltered animals.

We may take in 300 - 500 cats per month during this period. Sadly, two out of three will be euthanized because they come in faster than they are adopted or transferred out. All we need are responsible, caring individuals willing to share their homes. This is the perfect time to adopt from shelters. There are so many adorable cats of all ages, colors, and coats to choose from. Adopting an animal not only saves that individual animal, it also creates space for another and may help reduce the stress of overcrowding. So, if you are considering adding a pet to your home or if you know someone who might be interested, please come to Animal Services and visit with our adoptable cats. Our staff will help you find the perfect one (or two) for your home.



On a related note, Another Chance Pet Rescue, Inc. has donated the first of what may be several air purifiers to help address



the challenges of URI among shelter cats. Another Chance is a 501(c)3 non-profit, volunteer run, no-kill rescue group that provides foster homes for homeless, abused or abandoned animals facing euthanasia and one of the local groups with which Animal Services routinely works to find homes for adoptable cats. Volunteers from Another Chance wanted to do something to help reduce the incidence and intensity of URI in the shelter cats. So they investigated options and identified the IQAir HealthPro Plus as the appropriate air purifier for our facility. We placed the first air purifier in the Cat Adoption Room at the shelter to try to reduce the airborne viral load in the room. Future purifiers will be placed in other rooms that regularly house cats. Although the purifiers will not eliminate all routes of transmission, our hope is that it will reduce the amount of airborne pathogen and particulates, and that such reductions should help reduce the frequency of infection.

*Chris Fitzgerald,
Director of Animal Services/ V.P.
Verona Street Animal Society*



Spay And Neuter Your Pets

Call 428-SPAY / Rochester Animal Services

 Robert J. Duffy, Mayor
City of Rochester, NY

High School Student Raises \$1,000

Kate Beebee raised over \$1,000 for Animal Services for her community service project at Webster Thomas High School where she is finishing her senior year. But this story begins nearly a year ago. Last summer, Kate began volunteering in the spay/neuter clinic at Animal Services. She realized that funds were needed to maintain the sterilization program and to enhance animal care at the facility. So she decided to raise funds for the shelter.

Kate started her mandatory Senior Project back in late October 2008 by selling chocolate bars for a dollar each. Of that dollar, half covered the cost of the chocolate and half went to the Verona Street Animal Society. Kate set up shop at The Frosty Paws Winter Carnival in January and got a boost in sales during the event.

Kate friends and family helped out as well, not just by sacrificing their waistslines by buying and of course eating lots of chocolate bars, but also by helping to sell them. Kate even received various donations to support the shelter and when all the chocolate was said and done, Kate had raised about \$700.00 for VSAS. But she didn't stop there.

Through another fund-raising program, this one offered on-line, Kate started selling plants. As part of the program 'Flower Power'



Kate Beebee with check for VSAS

Kate raised another \$300 for the shelter, before presenting the check to VSAS President, Jennifer Brown at the Animal Services Center on Sunday May 17th.

All together, Kate raised \$1,006 for the spay/neuter clinic at the shelter and she plans on continuing to volunteer in the clinic during this summer before heading off to SUNY Canton in the fall.

With her passion for animals, this inspiring young woman is pursuing a Veterinary Technology program at Canton. The 2 + 2 program begins with an Associate's Degree in Veterinary Technology from the Canton, followed by a Bachelor's degree from Cornell University. When asked if she would return to volunteer at Animal Services with her newfound skills, Kate said "Absolutely." Thanks Kate and best of luck.

Adopt A Kitten And Get The Second Kitten FREE

Because of the overabundance of adoptable cats at Rochester Animal Services, RAS is allowing families to adopt two cats, for the price of one! What a great way to bring extra joy to your home.



2009 Awards Sponsor The Fast & The Furriest™



Premier Doggy Day and Overnight Camp®

Breed Of The Month...

A compact and solid dog, the Shih Tzu's long, flowing double coat is its most distinctive feature. The word Shih Tzu means "lion" and although this dog is sweet and playful, it is not afraid to stand up for itself. Commonly pronounced "sheet sue" in the U.S., the actual pronunciation is "sure ds" in Mandarin. Visit the Animal Services Center to find a Shih tzu or other wonderful companions. For more information on this breed and others, visit the American Kennel Club at www.akc.org.

Shih-tzu



RAS offers certification class and book for only \$25.

Call 428-7274 to enroll.

Know any animal lovers?

Send us their email addresses and we'll add them to this newsletter's distribution list! A great way to spread the news!



24 Hour Emergency & Critical Care

13 Full-Service Hospitals



Exotic & Pocket Pet Care

Rehabilitation Service

Specialty Services
Acupuncture & Herbal Medicine
Housecall Service
Boarding

*Animal Hospital of Pittsford
Animal Rehabilitation Center of Rochester
Bayview Animal Hospital
Canandaigua Veterinary Hospital
Cats & Critters
Companion Animal Hospital
Fairview Veterinary Hospital
Greece Animal Hospital*

*Irondequoit Animal Hospital
Palmyra Animal Hospital
Penfield Veterinary Hospital
Perinton Veterinary Hospital
Stone Ridge Veterinary Hospital
Suburban Animal Hospital
Veterinary Housecall Service of Rochester
Veterinary Specialists & Emergency Service*

***Proud Sponsors of the Verona Street Animal Society
"Fast and the Furriest" Race/Walk***

Asilomar Animal Statistics: Jan. - Mar. 2009

	<u>Dogs</u>	<u>Cats</u>	<u>Total</u>
A BEGINNING SHELTER COUNT (1/1/2009) INTAKE (Live Dogs & Cats Only)	21	40	61
B From the Public	331	456	787
C Incoming Transfers from Organizations within Community/Coalition	0	0	0
D Incoming Transfers from Organizations outside Community/Coalition	0	0	0
E From Owners/Guardians Requesting Euthanasia	74	54	128
F <i>Total Intake</i> [B + C + D + E]	405	510	915
G Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)	53	22	75
H ADJUSTED TOTAL INTAKE [F minus G]	352	488	840
I ADOPTIONS	116	123	239
J OUTGOING TRANSFERS to Organizations within Community/Coalition	14	37	51
K OUTGOING TRANSFERS to Organizations outside Community/Coalition	0	42	42
L RETURN TO OWNER/GUARDIAN	116	7	123
DOGS & CATS EUTHANIZED			
M Healthy (Includes Owner/Guardian Requested Euthanasia)	5	13	18
N Treatable - Rehabilitatable (Includes Owner/Guardian Requested Euthanasia)	14	192	206
O Treatable - Manageable (Includes Owner/Guardian Requested Euthanasia)	15	12	27
P Unhealthy & Untreatable (Includes Owner/Guardian Requested Euthanasia)	125	91	216
Q <i>Total Euthanasia</i> [M + N + O + P]	159	308	467
R Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)	53	22	75
S ADJUSTED TOTAL EUTHANASIA [Q minus R]	106	286	392
T SUBTOTAL OUTCOMES [I + J + K + L + S] <i>Excludes Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)</i>	352	495	847
U DIED OR LOST IN SHELTER/CARE	3	5	8
V TOTAL OUTCOMES [T + U] <i>Excludes Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)</i>	355	500	855
W ENDING SHELTER COUNT (12/31/2008)	18	28	46

NOTE: Live release rate for dogs and cats from January through March 2009 was 53.72%.



Official pet food of
Rochester Animal Services
www.hillspet.com

Rochester Animal Services temporarily houses approximately 6,500 animals annually. We are committed to reuniting owners with missing pets and to placing animals in new homes; however it is impossible to find homes for all of them. Some animals are euthanized due to illness or injury. Others may display vicious or aggressive temperaments. Currently, the City of Rochester does not authorize the adoption of "pit bulls" from the shelter, so those that are not reclaimed are euthanized. Sadly, many animals are euthanized because there are just far too many stray and unwanted animals in our community and we do not have space to house them all. We must all take responsibility to spay and neuter our pets and to encourage others to do the same. If the number of animals coming in declines, then we can devote more time and energy to those animals we do shelter, we can increase adoptions and redemptions, and decrease euthanasia.

Don't Miss The 2009 Third Annual The Fast & The Furriest™ 10K Road Race & 1-Mile Dog Walk



To Benefit The
Verona Street Animal Society



Date: Saturday, June 27th, 2009

Time: 7:00 AM Registration
8:00 AM Race start
8:15 AM Dog Walk start

Place: Rochester Animal Services,
184 Verona Street, Near Brown Square Park

Awards: Top 3 male/female finishers overall
Awards for top 3 in each age group
Prizes to top 3 pledge earners

Fees: \$18 if received before June 25, 2009
\$20 Race Day
Walkers: \$10, Children under 5 are free.
Free t-shirts for all registered runners and
for walkers with \$20 or more in pledges.

Please make checks payable to:

Verona Street Animal Society, P.O. Box 22874 Rochester, NY 14692

*DONATIONS GRACIOUSLY ACCEPTED for our ANIMAL FRIENDS
(Toys, linens, 6 ft. leashes, treats, etc.)

Contact: Chris Fitzgerald (585) 727-2533

Visit us at www.vsas.org or register online at active.com



FLEET FEET
Sports

Name: _____ Address: _____ Email: _____

City: _____ State: _____ Zip: _____ Phone: _____ DOB: _____

T-shirt size: S M L XL Age: _____ Gender: M ___ F ___ Race: 10K ___ 1 Mile Dog Walk ___

Amount Enclosed: \$18 ___ \$20 ___ \$10 ___ I can't participate, but would like to donate \$ _____



All race participants must read and sign the following disclaimer: I, the undersigned, wish to participate in The Fast And The Furriest™ 10K Race or 1-Mile Dog Walk on June 27, 2009 in Rochester, NY. By my signature, I hereby state that: I am in good physical condition and am properly trained to complete the race/walk, I agree to abide by the decision of a race official as that decision relates to my ability to safely complete the run/walk. I assume all risks associated with running/walking in this event including, but not limited to: injury and/or death as a result of falls; contact with other participants; the effects of weather, including high heat or humidity; and the conditions of the course, all risks being known and appreciated by me. Having read and understood this waiver and knowing these facts and in consideration of the Race organizers having accepted my entry, I and everyone entitled to act on my behalf, knowingly and voluntarily hereby release the Verona Animal Street Society, Rochester Animal Services, the City of Rochester, Yellow Jacket Racing, Fleet Feet Sports, and all other Race sponsors from any claims, lawsuits, proceedings or liabilities of any kind arising out of my participation in this event. I also grant the organizers full permission to use any photographs, videotapes, motion pictures, or recordings, or any other record of this event for any other purpose.

Signature or Runner/Walker or Guardian: _____

The Society Page

Dear Friends and Supporters,

It's nearly halfway through 2009 and as the VSAS continues to grow, let's recap this spring!

On Sunday March 8th, VSAS and Rochester Animal Services participated in the 2009 Pet Expo at the Main Street Armory.



Rochester animal lovers showed up in force to see all that is going on in the animal world and proud parents of previous RAS residents stopped by to say thanks to the shelter for helping them find a wonderful member of

their family. Chris Fitzgerald, Director of RAS and Vice President of VSAS, sat on the judges panel for the Pet Idol Contest which drew more awareness to the shelter. Sometimes when we are at these events, it is astounding to hear Rochestarians say that they were unaware of Rochester Animal Services. It is one of the goals of VSAS to make people aware of this wonderful shelter and of all of its residents that are in need of homes. So if you could, please spread the word. You would be helping out so many animals in need.

In April, the Board of the VSAS welcomed a new addition... Elizabeth Whipple. Elizabeth came to our group after attending our Frosty Paws Winter Carnival at Artisan Works on Saturday January 24th. An Audit Manager at Kodak, Elizabeth not only brings her financial expertise to our group but also a lifelong passion for animals. We would like to sincerely welcome our newest Board member to our organization!!!!

As we proceed with our 2009 goals, we know that VSAS is very fortunate to have support for Rochester's animals, but there is still a noticeable downturn in our economy. As we move into our third year for The Fast & The Furriest™ 10K Race & 1-Mile Dog Walk, we have seen both local and national companies tightening their purse strings. For local companies unable to provide traditional sponsorship, we encourage you to consider showing your support by creating a corporate team. This option is a great way to demonstrate your support, while helping raise funds for VSAS via your team members' registration and pledge dollars. In most cases there is no cost to the company unless you opt for team shirts, but recognition will be provided to the largest teams and to those raising the most pledge dollars.

In addition to businesses, many individuals are finding the need to cut back on expenses and often times that can mean giving up a beloved pet. Shelters throughout the country are seeing an increase in animals surrendered to their facilities. This influx of pets translates to higher residency at shelters and therefore, the possibility of more animal

being euthanized. Even though we are all facing these same monetary constrictions, there are ways that we, as pet owners, can decrease our potential expenses and make sure that we never have to make that difficult choice of relinquishing a beloved member of the family.

Pet Insurance is one low-cost way of reducing potential veterinary costs, should your pet become injured or sick. There are many affordable (and I know that term is relative) options that you can find on-line or through your local veterinary hospital. In addition to covering basic exams, these policies may also provide for yearly vaccinations, medicines (e.g., heartworm and flea preventatives), and even dental care.

I know that there are many more ways that we can all look to cut costs in our daily lives, but if there is any way to keep from having to lose a pet because of financial burdens, then we need to find out what the alternatives are. For more ways to save money on pet care, please visit www.hsus.org.

I hope to see you all out on Saturday June 27th at The Fast & The Furriest™ 10K Race & 1-Mile Dog Walk and if you are interested in becoming a volunteer for the event (it's a free way to help out and you get a t-shirt!), please contact us at 727-2533 or vsasinc@gmail.com

Until next time,
Jennifer Brown
President, VSAS



SPRING
2009

VERONA STREET NEWS

A JOINT PUBLICATION OF THE VERONA STREET ANIMAL SOCIETY & ROCHESTER ANIMAL SERVICES

Contributors:

Jennifer Brown
Chris Fitzgerald

Rochester Animal Services (RAS) is owned and operated by the City of Rochester. The Verona Street Animal Society is a not-for-profit organization that provides resources necessary to enable RAS to more effectively serve the public's animal care and control, pet sterilization, and pet adoption interests and, in cooperation with the City of Rochester, supports the mission of RAS.

V.S.A.S.

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