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

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:

*Collars & leashes
Heating pads
Liquid laundry detergent
Liquid dish soap
Sturdy chew toys
Puzzle feeders
Stuffed animals
Pet brushes & shampoo
Pet carriers and crates
Pet treats
Rubbing alcohol
Hydrogen peroxide
Cotton swabs
Cat litter scoopers
Can openers
Brooms & dustpans*

Shelter Finds SAFE Place for Cats

Every day, all across the country, animal shelters and rescue organizations try passionately to find homes for cats facing long stays in shelters, homelessness and euthanasia. Due to funding and space limitations, many agencies such as Rochester Animal Services are unable to place hundreds of otherwise suitable cats as pets.

One common assertion is that "there just aren't enough places" for the cats to go to. We believe that is a myth. Although shelters and rescue groups do a great service finding traditional homes for stray and surrendered pets, there are many other potentially feasible settings within which to place cats.



cats are actually a perfect fit for non-traditional outlets. It was for those tougher placements that the SAFE Place (Securing Alternate Feline Environments - Placements) Program was created. SAFE Place is a volunteer-based program of Rochester Animal Services that seeks to permanently place adult cats in settings other than traditional residences through direct adoption. SAFE Place strives to network with rescue organizations, to help coordinate and support placement of homeless cats into similar alternate environments.

Boarding or adoption by institutions such as nursing homes is most likely an offshoot from the great success of pet facilitated therapy.

Animal therapy has been long studied and researched. The implications are clear. The benefits to people include, but are not limited to: decreased sense of isolation and loneliness, health benefits such as decreased blood pressure, joy of companionship and presence of pet, enhanced sense of purpose taking care of pet and in some cases, actual healing and an enhanced will to live.

Cats can make perfect pets in many different settings with very little investment for a very large yield. The benefits of having a resident cat can apply to a wide array of outlets. Some such outlets include nursing homes, hospices, some small businesses, police and fire stations, church rectories.

SAFE Place cats are at least one years of age, fully vaccinated, de-wormed, flea-treated, and micro-chipped. Contact Animal Services at 428-7274 or AnimalServices@CityofRochester.gov if you are interested in learning more about the program.



Kittens tend to get adopted sooner than adult cats, especially older ones, because their cuteness makes them irresistible. These older and so-called "hard to place"



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The Date!
June 9, 2012
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A Team
vsas.org

Happy Tails

A Rocky Story

It has been almost one year since our family was blessed with the addition of our little Chihuahua/Dachshund mix that we adopted from the Verona Street Animal Shelter. We weren't looking for him...but through circumstance, he sure found us. When my fiancé, Mike, came home from investigating a fire in the city last December, he couldn't stop thinking about the tiny, cold, wet, extremely underweight dog that was trying to find warmth by leaning against his legs. A neighbor on the street where the fire occurred had indicated that there were about five dogs living in a boarded-up home across the street. The last Mike saw of the little dog was when a fireman wrapped him up in a blanket and took him to the shelter. That was the best thing that could have happened to the dog, considering that he was starving, sick, wet and cold.

Unable to sleep, we called the shelter that night and left a message. We came to see the little dog the next day, and it was love at first sight. He was so sweet, a little nervous, pretty sick with a bad upper respiratory infection, and a little scared of us. We couldn't imagine not bringing him home to our family and his new big brother, our big, sweet Golden Retriever, Cooper. The shelter had him neutered for us, and implanted an identification chip near his shoulder, and sent us off with a free bag of food and a voucher for a complementary visit to a vet of our choice including the vet in our town of Webster.

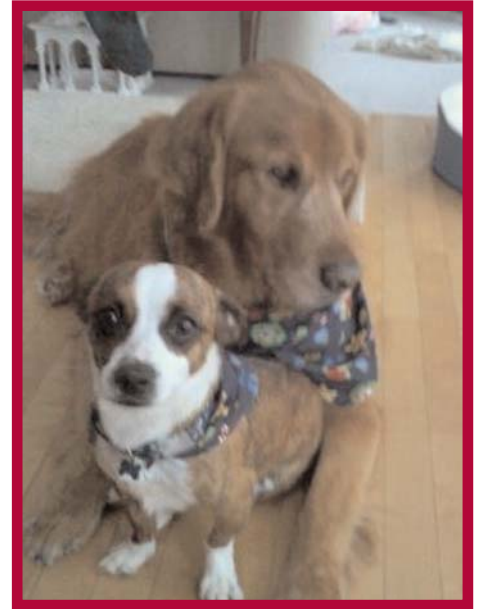
Renamed "Rocky" because of his life on the street, and his "great comeback", he was absolutely our best Christmas present ever. The first thing we bought for him was a little green Christmas sweater because I didn't want him to ever be cold again. Rocky was

underweight, and had lost the very tip of one ear to advanced frostbite, but came through wonderfully.

He is still afraid of sirens, and cell phones, and he doesn't like when he hears any shouting on television, but he is so smart. We can tell he is realizing that he is safe, that this is his home, and that he is loved so much. He is now a healthy 14 pounds and loves his family as much as we love him; in fact...he sleeps right on our bed and when one of us moves, he moves too, just to be as close as he can.

Seeing him healthy, happy and playing with us and our other dog is such a wonderful feeling. I'm sure he feels that we saved him, but Rocky gives us so much joy every day. I can't ever imagine going anywhere else but a shelter to adopt a loving animal so badly in need of a loving home. I have become such an advocate for this, and any, shelter. Please consider adopting an animal that needs you. We wouldn't ever go any other route again.

Have you adopted an animal from Rochester Animal Services? Tell us your story. You can submit your adoption story at <http://rochesteranimalservices.wordpress.com> or email AnimalServices@cityofrochester.gov



Like Us On Facebook
www.facebook.com/VeronaStAnimalSociety

The Director's Cut

Well the ASPCA Challenge is over, and despite not winning any monetary prizes; I believe the competition was a huge success for Animal Services. During the three-month Challenge, we increased live



releases by 161 animals compared with the same time period in 2010.

That's 161 more dogs and cats living happily in homes within our community. That's 161 animals that did not have

to be euthanized due to shelter overcrowding. That's 161 more pets that will serve as ambassadors for Animal Services and help promote future shelter adoptions.

As part of our effort to increase live releases, we increased the size of the rescue network with which we work. During the competition we added 16 more animal rescue groups to our list of organizations with which we partner in our shared mission of saving lives. We are extremely grateful to each and every group regardless of whether they helped find a home for one animal or for dozens. Each transfer from the shelter into the care of a rescue group and foster home makes a difference. Such placements help that particular animal find

a permanent home and reduce shelter crowding thereby giving the other shelter animals a better chance at adoption. We plan to continue working with all of these groups routinely as rive to we strive to find homes for every adoptable animal. In addition to increase live releases and an expanding rescue network, we also realized successes in terms of community support. During the Challenge we added 20 new shelter volunteers to our incredible team of caregivers. Our volunteers are essential to the operation of the shelter and help in so many important functions. Certainly dog walkers are critical to the enrichment and wellbeing of the canine population. Providing dogs with exercise, socialization, and basic training is key to getting them adopted. Similarly, socialization and play with cats helps keep the felines content, healthy, and enhances their adoptability.

However volunteers do so much more than merely walk dogs and play with cats. Some volunteers provide administrative support and assist with client service in the lobby. Others perform data entry or assist in the clinic. Although it is not glamorous, many volunteers assist with laundry and dishwashing. This may seem insignificant, but when you consider that the shelter may house over 100 dogs and cats on a regular basis and nearly 200 during the busiest times, there is a never-ending pile of soiled bedding and stacks of dishes and litter pans

that require daily cleaning. Still other volunteers represent Animal Services at off-site adoption events and festivals to help boost adoptions and promote awareness of the organization and its mission. Some of our seasoned volunteers have taken on the additional responsibilities of reviewing and screening volunteer applications, conducting orientations and on-the-job training, and assisting with scheduling.

Finally, our "friends group," the Verona Street Animal Society, continues to recruit volunteer members to assist with fundraising events, marketing, public relations, web management, and a host of other items. During the Challenge, the VSAS public facebook page added 322 fans.

Although the Challenge is over, let's keep this momentum going. The competition was a success for us and for the animals. We demonstrated that with community support, we can save more lives. Please help us as we continue working toward guaranteeing the adoption of every healthy animal that enters our facility. Adopt a shelter pet. Become a volunteer. Get involved with VSAS.

- **Chris Fitzgerald**
Director, Rochester Animal Services Board of Directors, Verona Street Animal Society

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We want to take a moment to thank you for your wonderful product and your outstanding personnel. Our dogs are doing great with the new fence...and it has so much to do with your thorough training instructions, your excellent product, and your excellent personnel. From point of sale to delivery and installation of our Invisible Fence Brand solution, the process and the people we have dealt with have been outstanding. All in all, you should be VERY PROUD of your product and the people that work at your organization. In these times, it is quite rare to find such a customer-oriented company that provides a high quality product...and to interface with people that really care about their job and love what they do! Keep up the excellent work...and we will

HIGHLY recommend Invisible Fence Brand to anyone that will listen!

Susan & Bart L

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Asilomar Animal Statistics July 1 - September 30 2011

		<u>Dogs</u>	<u>Cats</u>	<u>Total</u>
A	BEGINNING SHELTER COUNT (7/1/2011)	41	74	115
	INTAKE (Live Dogs & Cats Only)			
B	From the Public	591	876	1467
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	62	27	89
F	<i>Total Intake [B + C + D + E]</i>	653	903	1556
G	Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)	57	15	72
H	ADJUSTED TOTAL INTAKE [F minus G]	596	888	1484
I	ADOPTIONS	146	192	338
J	OUTGOING TRANSFERS to Organizations within Community/Coalition	26	81	107
K	OUTGOING TRANSFERS to Organizations outside Community/Coalition	41	41	82
L	RETURN TO OWNER/GUARDIAN	145	5	150
DOGS & CATS EUTHANIZED				
M	Healthy (Includes Owner/Guardian Requested Euthanasia)	13	92	105
N	Treatable - Rehabilitatable (Includes Owner/Guardian Requested Euthanasia)	29	296	325
O	Treatable - Manageable (Includes Owner/Guardian Requested Euthanasia)	22	12	34
P	Unhealthy & Untreatable (Includes Owner/Guardian Requested Euthanasia)	226	154	380
Q	<i>Total Euthanasia [M + N + O + P]</i>	290	554	844
R	Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)	60	15	75
S	ADJUSTED TOTAL EUTHANASIA [Q minus R]	230	539	769
T	SUBTOTAL OUTCOMES [I + J + K + L + S] <i>Excludes Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)</i>	588	858	1446
U	DIED OR LOST IN SHELTER/CARE	1	5	6
V	TOTAL OUTCOMES [T + U] <i>Excludes Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)</i>	589	863	1452
W	ENDING SHELTER COUNT (9/30/2011)	45	99	144

NOTE: Live release rate for dogs and cats from July through September 2011 was 46.82%.

Asilomar data enable all organizations that shelter animals to utilize uniform statistical recordkeeping and facilitate accurate comparisons. For more details, visit www.asilomaraccords.org. These statistics report numbers for dogs and cats only.



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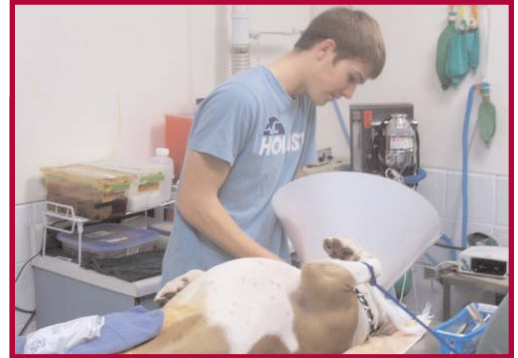
Rochester Animal Services temporarily houses approximately 6,500 animals annually. We are committed to reuniting owners with missing pets and to placing animals in new homes; however it is impossible to find homes for all of them. Some animals are euthanized due to illness or injury. Others may display 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 and resources 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 unnecessary euthanasia.

Volunteer Corner

Animal Services has a volunteer program for individuals 16 years and older that offers opportunities in dog and cat care and handling, client service support, data entry, spay/neuter clinic assistance, photographing animals, website updates, outreach, promotions and events. Shelter volunteers are essential to the operation. Volunteers enable the shelter to adopt out and sterilize more animals. They represent RAS at a variety of events, parades, and festivals and showcase adoptable pets at offsite locations. Volunteers assist with greeting clients, matching clients with the perfect pet, and answering questions about RAS, and making shelter visitors feel welcome and attended to. If you are interested in getting involved as

a volunteer, come down to the shelter at 184 Verona Street or visit www.rochesteranimalservices.com and submit an application. All applicants must complete a police background check before they are approved to volunteer at the Animal Services Center.

There are also volunteer opportunities with the Verona Street Animal Society (VSAS), the 501(c)3, not-for-profit organization that supports Rochester Animal Services. If you are interested in getting involved with fundraising events, website content, direct appeals, corporate relations, marketing, public relations, grant writing, developing education programs, or contributing to this newsletter, send an email explaining your background and experience to VSASinc@gmail.com. A representative from the organization will respond and let you know when and how you can get involved with the appropriate committee.



▲ *Brandon lends a hand in the clinic.*



▲ *Leslie assists with an adoption.*



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and Rochester Animal Services*



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City of Rochester, NY

Cold Weather Pet Care Tips

Brrrr—it's cold outside! The following guidelines will help you protect your companion animals when it's cold.

1. Keep your cat inside. Outdoors, felines can freeze, become lost or be stolen, injured or killed.
2. Never let your dog off the leash on snow or ice, especially during a snowstorm, dogs can lose their scent and easily become lost. More dogs are lost during the winter than during any other season.
3. Thoroughly wipe off your pet's legs and stomach when he comes in out of the sleet, snow or ice. He can ingest salt, antifreeze or other potentially dangerous chemicals while licking his paws, and his paw pads may also bleed from snow or encrusted ice.
4. Own a short-haired breed? Consider getting him a coat or sweater with a high collar or turtleneck with coverage from the base of the tail to the belly. For many dogs, this is regulation winter wear.
5. Never leave your dog or cat alone in a car during cold weather. A car can act as a refrigerator in the winter, holding in the cold and causing the animal to freeze to death.
6. Does your dog spend a lot of time engaged in outdoor activities? Increase his

supply of food, particularly protein, to keep him, and his fur, in tip-top shape.

7. Make sure your companion animal has a warm place to sleep, off the floor and away from all drafts. A cozy dog or cat bed with a warm blanket or pillow is perfect.

The President's Message

Dear Friends and Supporters of VSAS,

Happy 2012 to everyone! I hope this finds you well and looking forward to a new



Kim Benson and the beloved George Benson

year. Maybe part of your plans includes the decision to add a four-legged companion to your family. If so congratulations and I hope you find the right pet for you and your lifestyle.

I am sure many of you recently heard

in early December 2011 that the Human Society of the United States (HSUS) released its findings from a 3 month-long investigation into Purebred Breeders LLC, which is thought to be the nation's largest seller of puppies on the internet. The company was found to have supplied sick puppies for sale on almost 800 websites which mislead consumers to think that

they were dealing with local breeders. The story was also featured on NBC's Today show and highlighted this company's connection with inhumane breeding facilities known as puppy mills, where dogs are often stacked in cramped wire cages without appropriate exercise, veterinary care, human contact, or proper socialization. Sadly, many families who purchased animals in this situation found themselves caring for an ill puppy or worse, dealing with the loss of their pet.

The HSUS encourages you to go to shelters or rescue groups when looking for a pet. If adoption isn't possible, a pet should never be purchased online and if using a breeder, a visit to the home environment where the animal is raised is recommended. With this in mind, I hope that you will stop by the Rochester Animal Services center and consider not only giving a shelter animal a home, but a second chance at life. Adopting from shelters is a more transparent process and animals are not looked upon as inventory or commodities. RAS provides animals that have received veterinary care, been vaccinated, had spay or neuter surgery, de-worming, micro chipping and licensing. If you would like more information on shelter hours and adoption programs, please visit www.cityofrochester.gov or call 428-7274.

**Regards,
Kim Benson,
Acting President, VSAS**



The Verona Street News

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.

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