

In Memory...



Unfortunately in rescue, we cannot save them all. In 2007, we had 30 Danes/mixes who died or were euthanized while in the care of MAGDRL. This is significantly more than the 16 reported in 2006. We remember them here.

Euthanized - 22

Died - 8

⊖ 14 —Temperament

⊖ Other health problems

⊖ 8 — Health

Fragile Circle

We who choose
to surround ourselves
with lives
even more temporary
than our own

Live within a fragile circle
easily and often
breached

Unable to accept
its awful gaps
we still would live no other way

We cherish memory
as the only
certain immortality.

Irving Townsend



Top graphic courtesy of Danes-R-Us

Serving the Needs of Great Danes and People Since 1979

Meeting date:
Saturday, August 23, 2008
10:00 am to 1:00 pm EST
136 Lillian Ave.
Severn, MD 21144



2007 Annual Report

Featuring:

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Serving the Needs of Great Danes and People Since 1979

A Message from your President



As I begin my third term as MAGDRL president, I look back at our accomplishments with pride and admiration. In 2007, economic pressures across the nation resulted in home foreclosures, recession, and financial loss. Unfortunately pets are often the first victims of tough economic times, but MAGDRL was there to help.

This year MAGDRL faced an 11% increase in incoming Danes, including multiples from casual breeders, animal control seizures, and abuse cases. Many of these Danes were in poor condition due to their previous owner's inability to afford appropriate care. Yet despite facing a 20% increase in veterinary bills, MAGDRL did not falter in our response to Danes in need.

The selfless efforts of our volunteers and their sense of stewardship for the Danes in our care was demonstrated day-after-day. Weekend Meets & Greet events provided a stable source of income across our Chapters. New and annual events attracted fosters, adopters and volunteers. Each Chapter Coordinator contained costs while focusing on local fundraisers including Yard Sales, PetFests, Bull Roasts and Bark in the Park events. These efforts, combined with innovative fundraisers like Penny Wars, Dollars for Danes auctions, and 5k Race for Danes, supplemented generous donations from individuals and businesses. The result was an increase in income in 2007, a point of pride for all and no small feat in this economy.

But my pride is not just about our bottom line. It is also about our members. A record number of new volunteers brought us fresh ideas and enthusiasm. New and established foster homes offered our Dane orphans safe haven until they found forever homes. Transport teams moved Danes out of kennels and areas without available space, to foster homes all along the east coast. Our webmasters showcased our available Danes and our volunteers worked tirelessly in the background to find them adoptive homes.

My pride is in being part of this team. My admiration is for those volunteers in both low and high visibility roles who work to help MAGDRL orphans. Thank you ALL for ALL you do!

Darefully,
Kathie Shea

Quick Facts

- ⊕ Dogs Taken In - 348
- ⊕ Released to Breeders - 3
- ⊕ Adopted - 296
- ⊕ Still in Rescue at end of 2007 – 82

2008 Budget

| Income | |
|--------------------|---------------------|
| Adoptions | \$90,000.00 |
| Donations | \$100,000.00 |
| Memberships | \$10,000.00 |
| Grants | \$18,500.00 |
| Fundraising | \$75,000.00 |
| Miscellaneous | \$2,500.00 |
| Total | \$296,000.00 |
| Expenses | |
| Fundraising | \$20,000.00 |
| Boarding & Kennels | \$55,000.00 |
| Vet & Medical | \$155,000.00 |
| Fees | \$4,000.00 |
| Merchandise | \$15,000.00 |
| Postage | \$16,000.00 |
| Supplies | \$8,000.00 |
| Newsletter | \$17,000.00 |
| Insurance | \$3,000.00 |
| Publicity | \$1,000.00 |
| Legal | \$1,000.00 |
| Miscellaneous | \$1,000.00 |
| Total | \$286,000.00 |

Thanks for Caring! *Jody Cohen*



Treasurer's Report

2007 Income

| | |
|---------------------------------|---------------------|
| Fundraisers | \$94,822.26 |
| Adoption Donations | \$91,083.58 |
| General Donations | \$51,930.25 |
| Merchandise Income | \$16,722.11 |
| Sponsor/Special Needs Donations | \$24,024.69 |
| Membership Donations | \$9,780.93 |
| Grants | \$6,980.00 |
| Application Donations | \$8,172.00 |
| Miscellaneous | \$2,628.73 |
| Memorial Donations | \$8,595.00 |
| Surrender Donations | \$2,845.00 |
| Total | \$317,584.55 |

2007 Expenses

| | |
|--|---------------------|
| Veterinary Bills | \$162,263.28 |
| Boarding | \$61,082.07 |
| Fundraisers, Booth Fees, Event Supplies | \$31,332.02 |
| Newsletter Printing & Supplies | \$12,843.00 |
| Merchandise Purchases | \$10,258.38 |
| Fees - bank, postage, checks, PayPal, etc. | \$4,616.69 |
| Postage | \$9,051.39 |
| Supplies - office, newsletter, etc. | \$6,286.63 |
| Foster Dog Supplies | \$1,355.96 |
| Insurance | \$2,087.00 |
| Advertising & PR | \$2,507.42 |
| Audit & Taxes | \$3,000.00 |
| Legal Expense | \$5,924.32 |
| Total | \$312,608.16 |
| Special Needs Fund | \$4,976.39 |

Vice President-Education It has been my pleasure to share useful information about our canine companions with MAGDRL members for the past 4 terms. Advances in behavior science and new research on health issues is information that every dog owner needs to know. I scour the web daily, take educational courses, and read scientific and hobbyist journals to keep MAGDRL members informed.

This year I shared what I learned at seminars from nationally known canine behaviorists Suzanne Clothier and Sue Sternberg. I wrote education topics prompted by questions from our MAGDRL members including "The Value of Wait", "Growl Appreciation" and "Beware of Dogs Signage." Health topics included new research on the "Health Impact of Early Spay/Neuter," "Links Between Aggression & Omega-3 Deficiency;" and how using "Blue Kongs" may save a dog's life.

I wrote sad, but important topics on "Dane Mortality" and "Canine Cancer." as well as informed our members about the "Top 10 Dangerous Breeds" and "The Most Aggressive Breeds." On the lighter side, I hosted fun activities included an online "Laughing Dane" contest" and a "Valentine Kissing Dane" poll (and 95% of us kiss our Danes!)

My #1 greatest hope is that I help our members learn something that will improve their dog's lives. My #2 is that we all share what we learn with other dog owners. And my final hope is that through owner education, someday all Danes will live longer, healthier, and more fulfilled lives.

Lissa Scott



Vice President The past year has been a great experience for me as part of the MAGDRL family. All of us can be very proud of the difference we make in, not only the lives of our orphans, but also in the lives of all our volunteer/members.

Volunteering is a deed done from the heart. Volunteers are also very passionate people who believe strongly in what they do. The emotional roller coaster created by that passion ranges from the highest of highs to the lowest of lows.

It's been my pleasure to have been part of this fine organization and its Vice President for the past year.

Thank you all for all you do for Mid-Atlantic Great Dane Rescue.

John Sasser

Secretary/Bite Coordinator

This was my second year serving as BOD secretary and my first serving as the BOD's Bite Coordinator. I have seen some changes over the past two years, some faces may have changed, there are always new "Danes in Need", some adjustments to policy or procedure. But forever constant is the commitment of this great organization to work tirelessly to help the breed we love, the Great Danes entrusted to our care. I continue to feel privileged to serve and work with so many volunteers whom I admire and respect for their dedication and hard work.



In 2007 I took on the new role as MAGDRL Bite Coordinator. In this role, it is my responsibility to receive and review every incident reported and to follow thru to give support or direction to the Chapter Coordinator when needed.

As Bite Coordinator, I work with Chapter Coordinators to evaluate each incident to see what we might have done to prevent it and if there is something to be learned from it for the future. Because of this, documenting incidents is so important for both liability and education. We must continue to be diligent in our dog evaluations and selection and education of our foster homes based on those evaluations. I commend each Chapter Coordinator for their efforts in this area, and the Foster Coordinators who help them with this.

I look forward to the next year and know that MAGDRL will continue to be a successful organization, I remain very proud to be a part of it.

Mary Fran Cini



New Jersey 2007 was another challenging yet extremely successful year for the NJ Chapter. We worked hard to recruit new, enthusiastic volunteers who stepped up and accomplished so much for our orphans through fundraising and education.

We thankfully gained several new foster homes and were able to help more Danes because of their commitment. We remain critical of our internal process and are always looking at our procedures and operations to find new ways to become more efficient and effective in orphan intake and application and approval processes.



We had a record number of orphans turned in this year, taking in over 60 Danes. Fortunately, we also had a record number of adoptions, placing over 60 Danes in forever homes. Together with our sister chapters, this year we were able to help more Danes through sharing resources & foster homes, and it continues to be our privilege to do so. Working together we can accomplish so much more.

NJ proudly ended another year in the black with an income of **\$44,669.53**, much greater than our expenses of **\$19,898.84**. This is a record we continue to be proud of and is a tribute to the hard work of our dedicated volunteers.

We tried some new events in 2007, such as The Race for Rescue 5k Run, Cops & Rodder's Car Show with great success. We also had our annual events including the NJ Super Pet Expo, Great Dane Club of Raritan Valley Match and Specialty Shows, Chester "Spring Fling", "Doggie Daze of Summer", "Broadway Barks" in NYC, "Because Your Dog Is Worth It 2". All of NJ enjoyed a great time getting out there at Meet & Greets with our Danes, meeting and educating the public, raising funds and enjoying the breed we all love so much.



We are looking forward to another successful year in 2008, even stronger now with the addition of Co- Coordinator Jennifer Payne. Together, NJ is hoping to increase income and fundraising further, add more foster homes, promote more education in efforts to always being able help the Danes that come to us in need.

Northern VA This year started off as a difficult first half of the year when we lost 8 Danes that were lovingly owned by our dedicated volunteers. But we rallied around each other and pushed through the difficult times to make 2007 a memorable year for all. Many of these families went on to adopt another MAGDRL orphan that needed a forever home. We finally got a PR volunteer who was wonderful in helping us to spread the word not only in paper Ads but also by radio. This has helped to create a "buzz" at Meet & Greets and bring in new adopters.

We continued to increase our foster homes, allowing us to not lean on kennels as much as we had in the past. This allowed us to use our funds for treating the Danes that were sick or needed to be spayed/neutered.

We have continued to show strong results in fund raising with our annual yard sale that brought in over \$4,000, Penny Wars (\$1,222), Zazzle clothing, Ebay and Gold Canyon candles fundraiser. We added a yummy fundraiser "Tastefully Simple." We had our first ever Scavenger Hunt through Washington DC which brought in multi-state volunteer /non-volunteer participation and raised over \$1,400. Our total fundraising for 2007 was 21,806.76.

We placed 24 wonderful Danes to their forever homes.

We will continue to expand our volunteer and foster base while enjoying our ever expanding Meet & Greets. Thanks to the entire Northern VA crew! We could not have done this without you ALL.

PA/DE Our volunteers from the PA/DE Chapter should be very proud of their accomplishments in 2007. They attended more events than ever before, adding several new Meet & Greet locations along with a large array of yearly and one time events. The Dog Fest continues to be our largest and most profitable event year after year. We were pleased to add many new volunteers this year along with several new foster homes.

The Chapter responded to a total of 395 phone calls and emails. We processed 95 adoption applications of which 48 resulted in new homes for the Danes in our care. We also took in 51 orphans during 2007. This past year showed a large increase in the number of Danes being turned in for financial reasons and I see that trend continuing for the foreseeable future.

At the end of 2007, our MAGDRL president Kathie Shea transitioned her Chapter Co-Coordinator responsibilities to former PA/DE Coordinator Sheila Marshall. Kathie thanks everyone for their support during her tenure and ask that you join her in wishing Sheila all the best. Since Sheila is no stranger to the job, she will do a wonderful job for MAGDRL.

Legislative

The year was abuzz with legislative issues across the entire nation. As the Legislative Director for MAGDRL, I actively pursued as much information as possible to share with all our members. Between Animal Rights issues, Spay Neuter Mandates, Tether Laws, new and tougher Animal Cruelty Laws and Breed Specific Legislation, there was a lot of information to share.

It seems that our country is in battle right now over pet ownership. Issues such as abuse, neglect, dog fighting, and animal and owner rights are front-page news in many communities.

To keep up with the barrage of information, I joined "Dog Law" and individual State legislative groups along the east coast. This allowed me to be notified of all pending issues which may affect our members. It is imperative to keep our members updated with potential legislative changes, hearings, new & pending bills in their area.

Through group list email notifications, I have been able to alert all members & volunteers to issues that may affect them in their own states. Forwarding detailed monthly state by state legislative reports, as well as pending matters that pop up throughout each

month allows everyone to stay up to speed on issues that will hit them close to home.

I look forward to another year, surfing through upcoming bills and pending legislation to keep MAGDRL members safe and educated on matters that affect us all.

Jenn Payne



Fundraising & Grants MAGDRL is very fortunate to have our dedicated volunteers who continue to work so hard on fundraising & hosting events. We were very creative and inventive with our fundraising efforts this year! From Kitchen Kiffles to Wine Clubs & Coffee Table Books we had a very strong year. Some of our larger events were:

- ⊗ Cash Sweepstakes brought in \$15,388!
- ⊗ Yard Sales across multiple chapters brought in over \$10,000
- ⊗ DE DogFest - \$8,315
- ⊗ Nationals - \$6,757
- ⊗ Bull & Oyster Roast - \$5887
- ⊗ Online Auction - \$5752

MAGDRL was out in force at Pet Expos, Dog Walks, Dog Washes, Bars, Parades, Parks, Shopping Malls & Broadway! There were Daneapaloozas, Holiday Fairs, Gift Wrapping & Penny Wars raising thousands of dollars. Our volunteers hosted, Tupperware, Pampered Chef, Tastefully Simple, and Jewelry parties, sold candles, magnets, & calendars just to name a few.



But we cannot forget our tried & true fundraisers including Inkjet/Toner, Cell Phone & Purina Circle collections, eBay sales, Café-Press, and MAGDRL Mall.

I enrolled MAGDRL in some new fundraisers including Terracycle Bottle Brigade, Cookie Wrapper Brigade, Drink Pouch Brigade, Phones for Good, Verizon Velocity Program, and MagFundraising Magazine Sales.

I am enrolled in the Dollars for Doers program which qualifies MAGDRL to be considered for multiple grants. I have also applied for grants with the Humane Society of the United States, Build a Bear Workshop, Holt Charitable Foundation, Combined Federal Campaign of the National Capital Area, and United Animal Nations.

I continue to look for grants & affiliate programs where MAGDRL will benefit. None of this would happen if it wasn't for our wonderful volunteers who are always looking for ways to help. Thank you all for your hard work this year!

Cathy Dlugosz

West VA Our Chapter started 2007 with a record number of incoming Danes, due in great part to downturns in the economy. It was a tough year all around.

Our long standing volunteer, Diane Fletcher, came back to assist us once more. Our newer volunteer, Kim Roderick, stepped up and took on 3 new roles. Diane and Kim will be running our communications (phone and e-mail). Kim has the title of Public Relations and taken on fostering for our bossy, silly Posey. We hope to expand our volunteer base in the coming year.



NC-East 2007 was a new beginning for the Eastern NC Chapter. We started by sending out e-mails to all the Eastern Volunteers to see who was available to help build eastern Meet and Greets, foster homes and new volunteers. We had a tremendous response so far, and have set up an e-mail list for these new volunteers. With two weeks we recruited eight new volunteers! People were ready to help, they just needed to know that we were still in the area and who to contact.

All eastern NC shelters and rescues were contacted by letter to let them know we were here and ready to work with them in any way we could to save the Danes that had been abandoned in their area. They were told that we would respond within 24-48 hours and we are doing this. Our volunteers are working hard to save all we can possibly save. We are building bridges and it is working out nicely.

We created volunteer leader positions in different areas. Some are in charge of their areas events, and so far we have Kathryn Mundy for Raleigh/Durham, Rachael McCauley for Jacksonville, Joanie Michaels for Wilmington and Kit Mueller for Fayetteville. These ladies are putting their heads together and coming up with some fantastic events for Eastern NC. In the years to come, these efforts will pay big dividends for MAGDRL.

The Challenge for 2008 is to keep our volunteer base energized and working for the Danes, for new foster homes and for volunteers. We want to put our fundraising on the map for all to be proud of! We have a fantastic group of volunteers and I am so proud of all they do for MAGDRL.

New York New York's team rocked in the year 2007! We had a busy year, and for the first time we ended in the black thanks to some generous donations and with the help of the Major's Alliance and Broadway Barks event.

New York carried over 10 danes from the previous year, took in 49, placed 37 and moved 12 out of state to other Chapter's foster homes. Several danes were retired to permanent foster homes and one had to be euthanized due to temperament issues. We also had our first litter of puppies, born in a shelter and moved to a foster home at 5 days old. They have all grown up and we see them on a regular basis at events all over.

With volunteers retiring, and new volunteers and foster homes joining the New York Chapter, we have been lucky to help many Danes in this big state. Our focus in 2008 will be fundraising and getting out to Meet & Greets now that we have a new Events Coordinator. No "Thank You" will ever be enough for all the hard work that each and every foster home and volunteer gives to this organization.

NC-West/SC 2007 was nothing short of amazing for the NC-W/SC Chapter. We grew in both volunteers and fundraising efforts and successes.

Several leadership roles were added in 2007 including Assistant Coordinator Cinnamon Elliotte in NC-W and Mandy Hawkins in SC. Both had an immediate, positive impact on recruiting, foster homes and fundraising. Foster homes were at an all time high across NC-W/SC. The resurgence of the NC-E Chapter also resulted in a positive working relationship between our two Chapters.

We had several successful fund raising events that were key to improving our financial situation. Thanks to Beth Grooms' grant writing effort, we received a \$10,000 grant from the Patterson Family Foundation in Charlotte, NC. We ended the year with a successful 2nd annual Holiday Fair in Greenville SC where we raised an additional \$3,660. Kudos to LeeAnne Fair for heading up this annual event. Cinnamon Elliotte, as Fund Raiser Team Leader, did an awesome job all year with events such as the Great Dane Room Meet Up and Daneapalooza.

Other new Team Leads joined our team in 2007 including Peggy Koch as Adoption Team Leader for SC and Starla Ring became matchmaker and unofficial "mother hen" for SC. Lisa Alford was elevated to Match Maker Coordinator working with Starla and Karen Jordan in NC-W. Laurel Watson did PR for all the Carolinas and was amazing in all she did for both states. Jill Bosch continues to do a superb job as Volunteer Team Lead for both NC and SC. We also appreciate all the weekend M&G's and volunteers who attend and help across the Carolinas.

Our sincere thanks and appreciation to one and all for what was a banner year for MAGDRL NC-West and SC!

Volunteers This year was extremely busy with an increase in Danes coming into MAGDRL and our need for additional support. As usual, our outstanding volunteers stepped up and helped with fundraising, foster homes, publicity and events. Everything you do, big or small, allows us to help more and more Danes throughout our 9 state area. This is no small task, and no other Dane rescue matches the efforts our volunteers go to for our orphans.

This year we added a new "Junior Helper" program for our young volunteers under the age of 18. We encourage them to volunteer by fundraising, attending Meet & Greets, and doing school/community projects that benefit our MAGDRL Danes.

| | |
|-------|-----|
| NY | 53 |
| PA/DE | 144 |
| NJ | 99 |
| MD/DC | 141 |
| VA | 117 |
| WV | 30 |
| NC/SC | 131 |

This year, we have a total of 715 volunteers, which is up from 596 last year!! Total volunteers per Chapter this year: We could not do the work we do without the help of all of our volunteers. The Board of Directors and Chapter Coordinators appreciate your continued dedication to our orphans and look forward to working with you in the coming year!

Nikki Russell

Sobering Statistics

- ⊗ Bloat/GDV is the #1 killer of Great Danes with up to 50% of Danes experiencing it, and 50% mortality rate.
- ⊗ Dilated Cardiomyopathy/DCM is the #2 killer at 21% Dane mortality.
- ⊗ Cancers are the #3 killer of Danes with a 12% mortality rate; Osteosarcoma and Lymphoma are the most common in Danes.
- ⊗ Great Danes may suffer from other debilitating diseases including hip dysplasia, hypothyroidism, autoimmune disease, Panosteitis, and Osteodystrophies.
- ⊗ Sadly, more than 50% of Great Danes will die from all causes before the age of 8.



Public Relations Although MAGDRL has had a few changes in PR Coordinators who did an excellent job in the past year, we have two new PR volunteers. Kristen Reynolds and Laurel Watson stepped up to the plate, along with our other PR Coordinators. I want to extend a special "Thank you" to Cathy Johns, who was one of our first PR volunteers and has been with MAGDRL for almost as long as I have.

My goal is to continue to be a resource to the local PR Coordinators within their own chapters, and to assist with any PR issues that may arise. I will also continue to handle any National PR for MAGDRL. PRC's are responsible for publicizing and educating the public about MAGDRL, including contacting the TV stations, newspapers, and radio stations. They work in conjunction with the Chapter Coordinators, Events & Fundraising Coordinators, and M&G Coordinators.

After many years of developing our own lists of contacts, which is very time consuming, the PR Team is now privileged to have a professional PR system from Burrell's. Sending out information and releases to the media is much simpler as a result. I encourage all Coordinators to be in contact with their PRC's to utilize this tool as it helps our organization get the word out.

Laurie Zoock



Policy & Procedures Joining the BOD this year has been a great experience. I learned the in-and-out workings of the Rescue and have enjoyed every minute of it.

As our Rescue continues to grow, the job of Policy and Procedure's is becoming even more vital. With the addition of new Coordinators, I have updated several forms and brochures and made sure those updates made it to our websites. I have also participated in several discussions on various topics, all the while participating in important decisions that help our Rescue grow. I look forward to supporting MAGDRL in the coming year so that we can grow and help more Danes in Need.

Courtney Vogenitz

Maryland/DC 2007 was a year of change for the MD/DC Chapter. Long time Chapter coordinator, and past president, Debby Rahl stepped down and Cindy Prevost and Christina Kallay stepped up in her place. The strong volunteers in the MD/DC area helped to make our transition as seamless as possible.

We started 2007 off with a volunteer training and appreciation event for all of our MD/DC area volunteers and foster homes. Not only did this end up being a wonderful learning experience for everyone, it was great to get many of our area volunteers together in one room to meet each other in person. Often our volunteers only know each other through email, so it's always a lot of fun to have an event like this.

MD/DC continued strong in holding many M&G on the weekends, and having several profitable fundraisers. We hosted our third annual Dining for Danes Bull Roast and Silent Auction, raising \$5,893. Yard sales also continued to be a top fundraiser bringing in approximately \$5300.

Our challenge for 2008 is to continue to gain more volunteers and foster homes in order to continue to run as smoothly and efficiently as possible.

Southern VA The Southern VA Chapter continues to grow our volunteer base. We now cover parts of the state that until last year we've been unable to reach. We have our wonderful volunteers to thank for their time, effort and especially for the miles they've covered to help expand this Chapter.

We had many Dane hardship cases in 2007, but with the help of some very generous people we were successful in placing them in forever homes. We were fortunate to work with a veterinary staff that have been kind, caring, knowledgeable and generous and play a huge role in our success. Our Chapter took in 57 dogs and placed 47 of them. We received over a dozen calls looking for help, and we successfully kept those dogs with their families, proving again that a little support, information and listening goes a long way.

We had some great fundraisers this year and will continue to work towards growing that area of our Chapter. We have annual events including the Neptune Festival, K-9 Carnival, Bark in the Park, SPCA Walk-a-Thon and Hogs for Dogs. Next year we plan to appoint a volunteer to expand the fundraising side of the Southern VA Chapter and are very excited to have representation that we've been previously lacking.

Along with thanking our volunteers in our local Chapter, we'd also like to thank the volunteers from all chapters. What a great group of people! We've enjoyed working with everyone and look forward to the next fun-filled year.