

**In Memory...**

Unfortunately in rescue, we cannot save them all. In 2008, we had 35 Danes or mixes who passed while in the care of MAGDRL, 5 more than the previous year. We remember them here.

**Euthanized—26**

- ⊖ 9 — Health
- ⊖ 17 —Temperament

**Died - 9**

- ⊖ 7 — Died
- ⊖ 2 —Stillborn puppies

## Love Lives On

Those we love remain with us,  
For love itself lives on.  
And cherished memories never fade,  
Because a loved one's gone.

Those we love can  
never be,  
More than a thought  
apart.  
For as long as there is  
memory,  
They'll live on in our  
heart.



— Author Unknown

**Annual Meeting:**

Saturday, July 11, 2009  
10:00 am to 1:00 pm EST  
136 Lillian Ave.  
Severn, MD 21144

**30th Anniversary Edition**



# 2008 Annual Report

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## A Message from your President



**Happy 30<sup>th</sup> Anniversary, MAGDRL!** We reached this landmark in a year when many humane organizations closed their doors. Tough financial times have depressed charitable giving to all non-profit organizations, and sadly some did not survive.

MAGDRL is not immune to the challenges of reduced donations and increased incoming Danes. More than ever, incoming orphans lack up-to-date vet care and have health problems that owners could not afford to treat. This places a huge burden on our limited funds, yet everyone from our Board of Directors, to our Coordinators, to our volunteers met these challenges with dogged determination to keep helping Danes.

To stretch our limited funds, the Board took a hard look at our biggest expense – veterinary care. Medical Expense Guidelines were developed to eliminate elective procedures while still providing basic care. Board review of requests for expensive vet procedures often resulted in suggestions for lower-cost alternative treatments, rescue discounts, or vet payment plans. Kennel space limits, more scrutiny of Dane intake, improved pre-intake temperament evaluations, encouraging owner-fostering, and courtesy listing Danes also helped us defray expenses.

Our Chapter Coordinators manage day-to-day expenses and work to increase fundraising. This year, each submitted a fundraising plan including many new and innovative donation sources. They worked hard to attract and retain volunteers and foster homes. Where foster homes opened up in other Chapters, they transported their Danes out of kennels to available caregivers.

Each weekend, dedicated MAGDRL volunteers are out at events and in every possible venue where they may attract donations, volunteers, and adopters. They create new events like scavenger hunts, motorcycle runs, and online auctions to keep the donations coming in. They are the lifeblood of this organization, giving up their evenings and weekends to help our Dane orphans in ways, both large and small. Every single contribution from every volunteer helps us keep our doors open.

Our 30<sup>th</sup> Anniversary is a significant accomplishment and this year I am delighted to also serve as your GDCA Rescue Chair. But now is not the time to rest on our laurels as it may take years for this economy to recover. Yet I envision that with the support of our dedicated and selfless Board of Directors, Coordinators, volunteers, MAGDRL will keep our doors open and continue to help Danes for many years to come. You inspire me to keep working on behalf of MAGDRL and I hope my faith in our future inspires you as well!

*Danefully,* Kathie Shea

## 2009 Budget

<b>Income</b>	
Adoptions	\$100,000.00
Donations	\$95,000.00
Memberships	\$10,000.00
Grants	\$15,000.00
Fundraising	\$125,000.00
Miscellaneous	\$10,000.00
Total Income	\$355,000.00
<b>Expenses</b>	
Fundraising	\$20,000.00
Boarding & Kennels	\$55,000.00
Vet & Medical	\$215,400.00
Fees	\$5,000.00
Merchandise	\$16,000.00
Postage	\$13,000.00
Supplies	\$8,500.00
Newsletter	\$15,000.00
Insurance	\$2,100.00
Publicity	\$1,000.00
Legal	\$1,000.00
Misc. Audit & Taxes	\$3,000.00
Total Expenses	\$355,000.00

Jody Cohen

## Thanks for Caring!



**2008 Income**

Fundraisers	\$119,394.90
Adoption Donations	\$105,521.00
General Donations	\$56,805.76
Merchandise Income	\$30,182.21
Sponsor/Special Needs Donations	\$32,650.59
Membership Donations	\$10,550.45
Grants	\$21,240.80
Application Donations	\$8,717.00
Miscellaneous - donations towards boarding & postage, newsletter advertising	\$7,189.53
Memorial Donations	\$5,980.00
Surrender Donations	\$1,605.00
<b>Total Income</b>	<b>\$399,837.24</b>

**2008 Expenses**

Veterinary Bills	\$244,139.13
Boarding	\$59,982.18
Fundraisers	\$26,964.74
Newsletter Printing & Supplies	\$15,309.72
Merchandise Purchases	\$16,689.68
Fees	\$6,352.56
Postage	\$13,394.35
Supplies	\$6,946.23
Foster Dog Supplies	\$1,674.18
Insurance	\$2,088.00
Advertising & Public Relations	\$667.14
Audit & Taxes	\$3,200.00
Legal Expense	\$0
<b>Total Expenses</b>	<b>\$397,407.91</b>
<b>Surplus of Income over Expenses *</b>	<b>\$2,429.33</b>

\*Special Needs Fund

**Vice President-Education**

**Celebrating a Milestone!** Thirty years ago when MAGDRL was incorporated, many of our volunteers were not even born. In 1979, the Pioneer II spacecraft first visited the planet Saturn, the US median household income was \$16,461, and a small group of devoted Dane rescuers decided to incorporate as a nonprofit organization in the District of Columbia. Thus, the Mid-Atlantic Great Dane Rescue League was born.

Over the past three decades, MAGDRL has had only three presidents: Gail McKenney was our first; Debra Rahl served at the start of the millennium; and our current president Kathie Shea who has helped us survive tough economic times and strengthened our alliance with the GDCA. Originally organized with a 3-member Board of Directors, today our Board boasts 9 members who specialize in various nonprofit business areas. Although first incorporated in DC, over the years neighboring Dane rescues and individual volunteers joined MAGDRL. Gradually we grew to our current 243 active volunteers in 10 MAGDRL Chapters covering 9 mid-Atlantic states. Today MAGDRL is the largest Great Dane Rescue in the USA.

During our first 20 years, we communicated with each other by telephone and US mail. The dawn of the millennium brought new technology when our first MAGDRL Yahoo group was established. Communications became instantaneous, and today our 650 members can share experiences by simply pressing the "send" key. Public and member education is part of our MAGDRL mission, and our Yahoo group has been the perfect venue for issuing over 50 Dog Owner Education Topics to help dogs and their owners.

In the year 2000, MAGDRL helped 274 Danes, half as many as we helped this year. Our total income in 2000 was \$70,943, yet despite economic woes in 2008, our volunteers raised \$399,837 to help the Danes in our care.

In the past 30 years, MAGDRL survived growing pains and tough times, yet we remain the preeminent Great Dane Rescue in the US. We've come a long way in three decades, but ***the best is yet to come!***

Lissa Scott

**Quick Facts**

	2007	2008
☹ Dogs taken In	348	554
☹ Released to breeders	3	5
☹ Adopted	296	417
☹ Still in rescue at end of year	82	92





## Policy & Procedures

This year, we face the backlash of a weakened economy and MAGDRL experienced a large number of incoming Danes and a decrease in adopters. Despite the trials and tribulations that came from these difficult times, we pulled together and are working in a united front to do our best for the Danes in need.

Over the past year, I had the pleasure of working closely with several Chapter Coordinators. I traveled to two different states and hosted information sessions for our volunteers. These sessions helped disseminate and emphasize our unique policies and procedures which make our rescue one of the most successful and reputable humane organizations.

With the much appreciated assistance of the Chapter Coordinators, these informational sessions provided opportunities for networking and brainstorming new ideas. Educating our volunteers ensures that we position ourselves to be advocates for pet stewardship, not just for adopters but also for the general public.

As with any nonprofit organization, we are only as strong as our MAGDRL volunteers. I look forward to continuing to offer opportunities to empower our volunteers with the information and resources we need to achieve our mission of finding forever homes for the Danes in our care, no matter what hurdles lie ahead.

Courtney Vogenitz®

## Secretary/Bite Coordinator

2008 was yet another successful year for MAGDRL, as well as a personally rewarding year for me. Seeing all of our chapters working hard to come together and help our orphans was inspiring. In the shadow of a difficult economy, MAGDRL has continued to succeed because of the efforts of so many wonderful volunteers.

I want to thank all of my fellow MAGDRL BOD members for their continued hard work and dedication, as well as all the Chapter Coordinators for their outstanding leadership and the success of their chapters. The economy isn't looking like it will be turning around anytime soon, so we are thankful for all the continued efforts by our volunteers to raise the necessary awareness and funds to continue to care for our orphans.

I look forward to 2009 and continuing working with all of you on behalf of the Danes who need us.

Mary Fran Cini

## PA/DE

2008 was a busy year for the PA/DE Chapter, with approximately 35 Danes surrendered to MAGDRL in PA and DE and 28 PA/DE Danes adopted throughout the year. The numbers are a testament to the power of teamwork, since we wouldn't have been able to help so many Danes without the help of other MAGDRL Coordinators who opened their foster homes to PA/DE dogs when we were full.



Our volunteers have been meeting and greeting throughout both states, as well as representing MAGDRL at several special events and continuing our PR efforts. We've attracted new volunteers, foster homes and adopters through these venues, in addition to raising funds to help our orphans. And we really needed those funds, since many of the Danes coming in were not vetted or spayed/neutered, and several had major health issues to be addressed. This is just one of the signs of the crumbling economy that continues to hit us hard in 2009 as well.

In 2008, we also established a Donations Team Lead who solicited donations of toys, food and certificates. Both long-time and new volunteers worked together to support a seemingly endless stream of orphans. What an accomplishment!

One of our goals was to reduce the number of dogs in kennels regardless of where in MAGDRL they were located. In 2008, we pulled and placed 5 kennel dogs, despite having a large number of incoming Danes.



We also established a solid working relationship with Cares4Pets, a local rescue run by the University of Pennsylvania vet students who place difficult dogs. This relationship has helped us to place several dogs that MAGDRL had a difficult time placing, resulting in adoptions of Sharkie in 2008 and Jeff, Guinness and Twinkie in 2009.

## Northern VA

In 2008, the MAGDRL Northern Virginia Chapter had a great year and gained valuable volunteers — and even better friendships!

We expanded our fundraising to include Pet-O-Bed and a Spirit of the Dane book along, with even more fantastic Zazzle and Café Press designs by Nikki Russell. We dipped our paws into some “out of the box” events and attended the Potomac Nationals Baseball Game and Brewsters Ice Cream shop events, in addition to our regular Meet & Greet at Petsmart, Dog Krazy and Felix & Oscars. We had 2 fantastic fundraisers including the Super Pet Expo where we made \$982.50, and our Annual Yard Sale which brought in \$3118. In total, we raised over \$34,000 in 2008 and hope to reach \$40,000 in 2009.

We brought in 47 Danes, with 3 still waiting for their forever home. Due to having such great foster homes, we only had to use the kennel facilities 3 times, for a total of approximately 2 months. **Yeah FOSTERS PARENTS!** Their support allowed us to focus \$30,000 of our spending on rehabilitating and caring for the Danes in our Chapter.

THANKS to the entire NVA crew, you guys ROCK!

## New York

With a successful year behind us, 2008 brought us many challenging cases that we were able to help with the endless dedication of our New York volunteers. We saw many young Danes being surrendered due to the economy, home loss, divorce, etc. We had our first young Wobblers Dane “Maggie” that successfully went through Gold Bead Implant treatment with Dr. Terry Durkes in Illinois. Some Danes came back to us from previous adopters for the same reasons and spend their last days in our special needs foster home where they enjoyed lazy days in the country lounging in the sun.

New York’s main event, “Broadway Barks” brought out many volunteers who all had a wonderful time spending an afternoon with stars of show and stage. We raised much needed funds and will be back for this event in 2009. Our Fundraising Team also attended the “Super Pet Expo”, “Best Friends” plus some set up Meet & Greet in their area. This year, thanks go out to the Major’s Alliance who has been a great partner to work with year after year. They have gone out of their way to help with transports to foster homes, and financially assisted MAGDRL with pulling Danes out of the New York shelters.

As the year came to a close, we made several great contacts and learned about new treatment procedures to help our Danes. Best of all, we met many people who share our love for the Great Dane breed. The New York Chapter would not be able to help the Danes in our care without the dedication of our volunteers. They donate long hours doing evaluations, taking our orphans for medical appointments, attending events, and in a host of other ways – PRICE-LESS! Thanks to all for your support.

## Volunteers



The year 2008 was the start of challenging times for MAGDRL. As Americans began losing their jobs and homes, they were unable to donate or contribute as much as they would have liked. We also saw an increase in the Danes coming into MAGDRL, and more foster homes leaving us.

Our volunteers had to work harder to raise funds, and to recruit new volunteers and adopters.

Despite these challenges, our volunteers have done more than ever to help our Danes! Everyone dug down deep, and found new ways to generate funds and attract adopters. We attended big events, small events and everything in between. We also developed new fundraisers and shared low-cost ways to help our Dane orphans. Through everyone’s efforts, we managed to keep donations coming in so that we could bring in and re-home many, many Danes.

Our volunteer numbers for 2008 are:

NY	55
PA/DE	151
NJ	98
MD/DC	147
VA	119
WV	29
NC/SC	138

The core of our rescue is the people who volunteer their time to make it a success. The Board of Directors thanks each and every one of you for your continued support through these tough times. With our dedicated and enthusiastic volunteers, we can make it through anything!

Nikki Russell





## Fundraising & Grants

With the challenging economy, non-profits across the nation are feeling the pinch through decreased donations and support. Nevertheless our MAGDRL volunteers continue to step up to the plate and get out there weekend after weekend. They're hosting events and attending M&Gs, parades, fairs and expos to help raise funds. We are a strong organization because of the work and dedication of all of our wonderful, hardworking and creative volunteers. Their efforts made this year one of the best within the past 5 years for grants too.

In 2008 we continued our organization-wide partnering programs including recycling, shopping, and corporate volunteer gift matching programs. I chaired the committee for NJ's Tricky Tray which brought in over \$14,000 for MAGDRL. I continue to seek out fundraising opportunities to benefit MAGDRL.



Some of our bigger events for 2008 were:

- ⊙ Cash Sweepstakes - \$14,247
- ⊙ NJ Tricky Tray - \$14,211
- ⊙ DE Dog Fest - \$4,451
- ⊙ Great Dane Gathering – over \$4,000
- ⊙ Broadway Barks - \$3,381

We also brought in thousands of dollars with our yard sales, PetSmart Santa Claws, gift wrapping and candle sales! This along with all the monthly M&G's help us continue to keep MAGDRL going strong.



Thank you all for your tireless efforts to help the breed we love so dearly!

*Cathy Dlugosz*

## NC-East

Year 2008 was a very exciting for us! All Eastern NC volunteers should be very proud of what we have accomplished through working together, and we were out in-force throughout the eastern area of the state! To help us get organized, several new leadership positions were added, and our volunteer and foster home base has tripled this year.

We built event and Meet & Greet teams by enlisting volunteers to attend, and by putting together event kits for all our teams and areas. Having the tools that our volunteers need to support a range of events helped to make the most of opportunities for fundraising, adoptions, and volunteer recruitment. We had several Meet and Greets and participated in everything we could.

It was a great year for NC-E Fundraisers and we had many successful events. "Paw Jam" was our first big event, and we now are charter members of the committee that will plan and set up this event in future years. This committee will solicit vendors and other rescues, and our involvement will enable us to earn a portion of the proceeds from entry fees. Other events we supported include "Bark Around the Park", "APS Dog Walk", "Cary Dog Days of Summer", "Dog Fest", and "Howl-O-Ween."

The Pet Pantry is our ongoing fundraiser and has been very successful. Customers who purchase from them and mention MAGDRL earn us a donation of 7% of the total purchase price. Thanks to everyone who helps our Danes by remembering to mention us!

We took in over 96 Danes in 2008. We brought 2 "senior ladies" into rescue and found them forever homes where they will live out their days. We accepted several injured Danes including two hardship cases: "Max" who laid in his front yard with 2 broken legs for a week without help; and "Rocky"



who was hit by a car and also had 2 broken legs. All our volunteers went to work raising funds to help with the medical expenses for these Danes in need, as well as for our other orphans. We were able to pay for Max's and Rocky's surgeries without putting a financial strain on MAGDRL.

**YEAH NC-E Team!**

## Southern VA

The Southern Virginia Chapter set several goals for 2008, and we feel we have met many of our objectives. We have grown our volunteer base and have filled several Team Lead positions as well. Our volunteers have been amazing and continue to show their dedication to the organization as well as to the Danes we help. Southern Virginia has had many successful adoptions and this is due to the commitment of each and every volunteer involved.

We felt the crunch of the economic downturn in 2008, particularly in the area of increased gas prices. Nevertheless our transport volunteers continued to keep MAGDRL orphans moving into available foster homes.

We tried new fundraising ideas, and although some proved to be successful, others were just okay. We did fundraising at hockey events, dog shows, individual raffles, company matches, charity points through banks, and craft sales -- and let us not forget the generosity of our volunteers who directly donated to help our orphans! Going forward, we will fine tune our fundraising ideas and work on expanding to new and worthwhile efforts. We plan to continue to expand our area of coverage through judicious use of our volunteer base and resources. Overall, we are very proud of the year we've had and will continue working through these difficult and challenging economic times.

## NC-West/SC

2008 was a year to remember for NC-W/SC. Higher than normal turnover in volunteers in the last half of 2007 left its mark, but we rebounded as the year came to an end.

As always, there has been no lack of Great Danes needing rescue. Despite the problems with volunteer retention during 2008, we were able to continue helping orphans as well as we had in years past. Having new foster homes step up, plus continued support from repeat foster caregivers has been excellent. We actually have more foster homes than ever before, and we love each and every one of you!!! The number of dogs in our rescue kennel dropped from years past because our volunteers stepped up. That fact, along with other Chapters taking dogs from NC/SC, is the main reason we continue to help so many dogs. My undying gratitude goes out to all of you for everything you have done to help.

During this past year our sister Chapter, Eastern NC, has been a godsend for MAGDRL and for our Chapter. We work very well together, and our solid relationship has been the key to the success we've enjoyed this year. Having friends who respond without hesitation is worth more than words can say. Looking ahead to 2009, we believe we will continue to make things happen. Our core of volunteers plus the new volunteers coming in make our Chapter stronger than ever before. These days, teamwork has a whole new meaning to our group and we just need to "keep on keeping on."

## Legislative

2008 was a year filled with weighty legislative issues that directly effect all dog owners across the nation. There is so much going on from coast to coast that it can be difficult to keep up with at times. From Mandatory Spay Neuter mandates, Breed Specific Legislation, Ownership Limit Laws, Tether Laws, Cropping & Docking Laws, tougher breeder standards & requirements, rack downs on "Puppy Mills", Animal Rights issues and tougher Animal Cruelty Laws, there has been a mountain of bills to sift through.



The country is still in battle over pet ownership rights. The front page publicity about raids on Puppy Mills prompted a lot of legislation this year, some which may impact reputable breeders. Reputable breeders are being grouped in with large, warehouse-type puppy mills which caused a furor over the legal aspects of the bill's directives.

Some bills have been presented this year are downright scary. The cropped Danes we have in rescue may be impacted by the Crop & Dock bill (PA's HB39) this year. Ear cropping laws could do tremendous harm to our rescue because few Danes come into MAGDRL with the required proof that their crop was done by a licensed veterinarian. A large percentage of our Danes are from shelters or are relinquished without the original breeder's paperwork. The absence of a crop certificate would offer only one option as the legislation is written: Euthanize the Dane or face a possible animal cruelty charge.

These are only a few of the many issues that could effect us all as owners and for the Danes in our care. As the Legislative Director for MAGDRL, I actively track and share such information with our members. It is important for all of us to keep our eyes and ears open, and never assume that legislation will not impact us. Without animal stewards like us keeping watch over legislation, preventing such unthinking and discriminatory laws would be impossible.

I am sure that 2009 will keep me busy, as it promises to be full of upcoming bills and pending legislation. I will continued to keep MAGDRL members informed and educated on important legislative matters.

*Jenn Payne*



## Public Relations



The Public Relations Team has continued to expand and will be receiving more media coverage than ever with the new addition of Kate Banaszak, Miss Delaware 2009 as our celebrity spokesperson. Broadway Barks will generate more media coverage as well.

I would like to thank all of the PR Coordinators for the time they dedicate to helping our Great Danes. A special thanks to Catherine Johns and Joan Scramm who have been volunteering for several years now.

I would like to ask that all of our Fundraising, Events and Meet and Greet Coordinators contact their state PRC's for every event, no matter how small. With our professional online media database, it is simple for us to send out a media blast and may result in more potential adopters and foster families for MAGDRL.

If you are a volunteer with an idea for a MAGDRL-related story, please contact your PRC as listed in our home page.

*Laurie Zoock* <sup>®</sup>

## Maryland/DC

2008 was a year of Growth for the MD/DC Chapter. Thanks to some very dedicated volunteers, we continued to grow our volunteer base and were able to draw in adopters from parts of the state that we rarely reached in the past. We had 65 families adopt in 2008, which was 7 more than our previous largest year... which was all the way back in 2002!

MD/DC continued to fundraise through M&G's, yard sales, auctions, and our annual "Dining for Danes Bull Roast" and our online "Silent Auction." We plan to continue this trend through 2009, and to try out some new fundraising events.

The MD/DC Chapter hopes to continue the positive trends from 2008 into 2009 and beyond to continue to keep our Chapter going strong.

## New Jersey

2008 was another great year for the New Jersey Chapter. We continued to have a strong team with great fundraising skills, adoption efforts and volunteer recruitment. We had our best year ever for fundraising, bringing in over \$70,000 for the year! Our NJ Foster Team opened their hearts and homes to over 50 Danes who needed temporary care. We facilitated 66 adoptions both within our own state and with our adopters who traveled to sister Chapters to meet their new Danes. We are so very proud of our record of success and the continued efforts of all our volunteers on behalf of the Danes who need us.

NJ hosted a variety of events throughout the year, from regularly scheduled Meet and Greets at local pet stores, Sam's Clubs, Dairy Maid's and Frozen Ice stands, to gift wrapping events at Barnes and Noble. All have proven to be great venues for raising funds and awareness for MAGDRL. We were once again well represented at events including "NJ Expo", "Great Dane Club of Raritan Valley Match and Specialty Show", "Because Your Dog Is Worth It", and "Cops and Rodders." We established new locations for events such as at the Phillipsburg Mall, "Wings and Wheels" and held a repeat of our most popular and successful event ever. Our "Tricky Tray" event generated over \$14,000 for the Danes this year! These events were successful only because of the hard work and dedication of our volunteers without whom we would be unable to make a significant difference for our orphans.

In 2008, significant growth in the NJ Chapter positioned us to take the next step. In November, we split into two Chapters to cover Northern NJ and Central/Southern NJ. Our goal is to continue to challenge ourselves & our teams, promote MAGDRL and continue to build our Chapters to achieve even greater success in 2009.

It has been an absolute pleasure to see the difference we can make when we work together and take advantage of the opportunities we are blessed with to help the Danes who touch our lives.

