

In Memory...

It is a sad fact that we cannot save them all. In 2009, we had 22 Danes/mixes who died or were euthanized while in the care of MAGDRL. We remember them here.

Euthanized

- ⊗ Temperament - 10
- ⊗ Bloat - 1
- ⊗ Cancer - 1
- ⊗ Health - 5

Died

- ⊗ Unknown reasons - 1
- ⊗ Bloat - 3
- ⊗ Health reasons - 1

Top graphic courtesy of Danes-R-Us

I AM NOT THERE

Do not stand at my grave and weep,
 I am not there, I do not sleep.
 I am in a thousand winds that blow,
 I am the softly falling snow.
 I am the gentle showers of rain,
 I am the fields of ripening grain.
 I am in the morning hush,
 I am in the graceful rush
 Of beautiful birds in circling flight,
 I am the starshine of the night.
 I am in the flowers that bloom,
 I am in a quiet room.
 I am in the birds that sing,
 I am in each lovely thing.
 Do not stand at my grave and cry,
 I am not there. I do not die.

Mary Elizabeth Frye (1932)

Meeting date:
 Saturday, August 14, 2010
 10:00 am to 1:00 pm EST
 12008 Tempo Lane
 Bowie, MD 20715



2009 Annual Report

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Meeting Agenda**Welcome, Introductions and Thank You's***President MaryFran Cini***Reading and review of minutes from last year's meeting***Lissa Scott, acting Secretary***Treasurer's Report***Jody Cohen***VP of Education***Lissa Scott***Legislative Report***Kathie Shea***Statistics Report***Christina Kallay***Fundraising and Grants Update***Cathy Dlugosz***Policy and Procedures Updates***Courtney Vogenitz***Publicity Report***Laurie Zoock***Volunteers Report***Nikki Russell***Old Business****New Business****Adjourn****2010 Budget****Income**

Adoptions	100,000.00
Donations	75,000.00
Memberships	13,000.00
Grants	12,000.00
Fundraising	120,000.00
Miscellaneous	8,000.00
Merchandise	28,000.00
Special Needs Donations	25,000.00
Application Donation	8,500.00
Memorial Donations	10,000.00
Surrender Donations	500.00

Total Income	400,000.00
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Expenses

Fundraising	35,000.00
Boarding & Kennels	45,000.00
Vet & Medical	230,000.00
Fees	15,000.00
Merchandise	18,000.00
Postage	24,000.00
Supplies	11,000.00
Newsletter	12,000.00
Insurance	3,000.00
Publicity	2,000.00
Legal	1,000.00
Misc. Audit & taxes	4,000.00

Total Expenses	400,000.00
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Thanks for Caring!*Jody Cohen***Treasurer's Report**

2009 Income

Fundraisers	\$119,731.74
Adoption Donations	\$98,296.96
General Donations	\$74,341.48
Merchandise Income	\$27,447.97
Sponsor/Special Needs Donations	\$23,720.51
Membership Donations	\$13,316.15
Grants	\$11,656.53
Application Donations	\$8,680.00
Miscellaneous - donations towards boarding & postage, newsletter advertis- ing	\$7,048.01
Memorial Donations	\$12,726.67
Surrender Donations	\$710.00
Total Income	\$397,676.02

2009 Expenses

Veterinary Bills	\$224,754.83
Boarding	\$45,245.39
Fundraising expenses	\$33,861.88
Newsletter Printing & Supplies	\$10,882.53
Merchandise Purchases	\$17,214.54
Fees - bank, bulk mail, checks, etc.	\$13,994.66
Postage	\$20,111.70
Supplies - administrative	\$8,426.35
Foster Dog Supplies	\$1,852.46
Insurance	\$3,006.00
Advertising & PR	\$2,622.59
Audit & Taxes	\$3,700.00
Legal Expense	\$0
Total Expenses	\$385,672.93
	\$12,003.09*
*Special Needs Fund \$5,003.09; Emergency Fund \$7000.00	

A Message from your President

I would like to thank everyone for their faith and trust in me to take over as MAGDRL's 4th president in our 31 years. I have some very big shoes to fill. This is the perfect opportunity to reach out to thank outgoing President Kathie Shea for all her hard work and efforts as our President the past 5 years. She has done a terrific job leading us during challenging times. I look forward to her guidance and input as a past President serving on the BOD and am thankful that she is not leaving us and if needed will be just an email or phone call away. Thank you Kathie, it has been a pleasure serving MAGDRL and working under you and I look forward to continuing our work together in our new roles.

Looking back over my years with MAGDRL I can reflect on how much growth there has been, not only in numbers of dogs we cared for and rehomed but in communication and teamwork. When I first started volunteering, email was still rather new, and Formsite was for the very technical. There were very few Yahoo groups and many volunteers without the means to participate in them. Improving technology and our education on using these tools helped up to grow into the well oiled machine that we have become. Our greatest strength continues to come from the dedication and untiring efforts of our volunteers and members. It is truly wonderful week after week, to see all the posts of our event coordinators telling us of the many places so many volunteers and their Danes have been, showcasing MAGDRL, raising awareness and funds. The happy announcements when Danes have been placed in their forever homes, the triumphs made by foster homes for some difficult and sad cases, and their heartwarming successes are an inspiration to us all.

I must commend our BOD and our chapter coordinators for their fabulous job at managing our chapters so well, working to keep expenses down and increase income so that MAGDRL can remain solvent and our treasury remains healthy. MAGDRL success is because of all these efforts, big and small by so many people who just love and want to help the Danes.

Of course there is always room for improvement and we need to continue to strive to be better and better to serve our Danes, each other and our communities. With the current economic crisis impacting so many, survival will continue to be a challenge. In the future, we may find the need to further tighten our belts and make difficult choices. Nevertheless I am confident that with the continued teamwork and efforts of our volunteers, we can face and conquer the challenges together. I look forward to working with all of you, I welcome your input and suggestions and I thank you again for all of your efforts on behalf of the Danes. I am truly honored and privileged to serve as your President.

Mary Fran Cini

Vice President-Education

As we enter our 31st year of continuous operation, MAGDRL like all Dane rescues has seen a spike in intake. One may wonder whether the flood of Danes will continue and if we are "swimming against the tide." I believe the answer is "yes."

In 2009 Great Danes became the 21st most popular of all 167 AKC recognized breeds. Over the years, Danes have been popularized in movies, advertising, and on the web. According to Ginnie.com, today more Great Danes have an online presence than do their owners, and numerous web forums and blogs exist just to discuss the breed. Danes are head-turners and conversation-starters, so is it any wonder they are broadly appealing?

We share the attraction to our breed, and applaud reputable Dane breeders and conscientious owners who care for their Danes throughout their lifetimes. But with each Dane litter averaging 10 – 14 puppies, casual breeders and owners who do not conscientiously manage their unaltered dogs, pose an ongoing challenge to rescues.

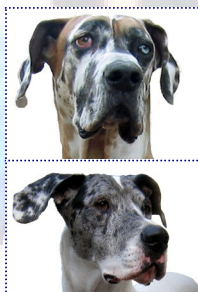
Added to that, these tough economic times have meant an increase in our veterinary expenses. Pets are the first to suffer in an economic downturn, thus many of the Danes we accept come in with untreated health issues. This double-whammy tests all aspects of MAGDRL operations from foster homes, to transports, to fundraising and publicity, to volunteer training and everything in-between.

Despite these challenges, every day our volunteers are working "in the trenches" helping our Dane orphans. They, plus our members, donors and sponsors, and many others who help in ways both big and small, enable MAGDRL to keep helping Danes year after year.

At times, rescue challenges may seem never-ending, but remember the parable of the child and the starfish. Upon seeing a child tossing a beached starfish back into the ocean, a stranger asked, "There are more starfish on this beach than you can ever save. Surely you cannot expect to make a difference." The child replied, "I made a difference to that one."

Thank you to each of you who "made a difference to that one!"

Lissa Scott

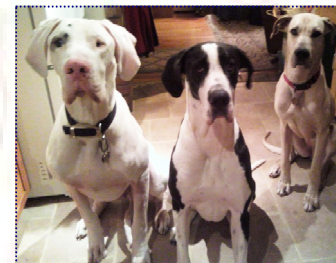


In loving memory of Jupiter & Merlot



CS-New Jersey

2009 was a wonderful year for the Central & Southern New Jersey Chapter, completing our first official year as "CSNJ." We started out as a small group of volunteers and with lots of hard work and determination from our team, we have grown into a very strong chapter for MAGDRL. We pulled in 15 Danes into rescue and facilitated 17 adoptions, both within our own chapter and with adopters we approved who traveled to our sister chapters to meet and adopt their new Danes. Considering this was our first full year, I could not be more proud of our volunteers and all the efforts put forth to make this possible.



CSNJ hosted many events ranging from regularly scheduled Meet & Greets at local pet stores, Colonia Dairy Maid, and Bogarts Book's & Cafe as well as gift wrapping events at Barnes and Noble & a micro chip clinic. These events not only helped raise awareness and donations for MAGDRL, but also helped us to triple our volunteer force in our first year. We hosted many larger events in 2009 including Cops & Rodders, Rutgers Ag Field Day, Fido Festival, Warbirds Event, NJ Vintage Grand Prix & Cumberland County Community Festival. At the Woodstown Fall Festival we took 1st place with our Great Dane Scarecrow! These events were successful due to our amazing volunteers who worked tirelessly to make it all possible. I cannot rave enough about all our MAGDRL Event Hostesses as they went above and beyond to make each event special.

As a newer and smaller chapter in MAGDRL we have had to come together and work very hard to accomplish all we have throughout the year. I am so very thankful not only to our team here in CSNJ, but to all the other chapters who have stepped up and helped us out along the way. It never ceases to amaze me just how much we can accomplish together as an organization. Thank you for all you do and for making CSNJ possible!

Jenn Payne

Year to Year Statistics

	2007	2008	2009
Dogs taken in	348	554	326
Adopted	296	417	353
Still in rescue at end of year	82	92	66

N-New Jersey

2009 was New Jersey's first full year with two chapters in the state. Our North Jersey chapter did a great job of fundraising, bringing in a total of over \$44,000 for the year, an amount that more than tripled our expenses. We continue to be blessed with a great team of volunteers that work tirelessly on fundraising, adoptions and volunteer recruiting. Our foster homes once again cared for over 50 Danes this year and we took many Danes in from other chapters due to our strength in foster homes. We approved and matched 26 Northern NJ families with Danes from across the MAGDRL chapters.

Our volunteers were out in force collecting funds for our Danes in 2009 through various Meet & Greets and fundraisers. Some of the events we participated in include the North Jersey Pet Expo, Westfield Street Fair, Pompton Day, L'Oreal's Because Your Dog is Worth it Too, Wings and Wheels Expo, Great Dane Club of Northern NJ Fun Match, Meadowlands Pet Expo, & the Great Dane Club of Raritan Valley Match Show. In addition to holding events at local pet specialty stores, PetCo continues to be a great spot for MAGDRL to host events and we held reoccurring M&Gs at several Northern NJ stores. Additional fundraisers for 2009 included a Yard Sale, selling candles, a restaurant fundraiser, & wrapping gifts at Barnes & Noble. We even had a Tattoo Fundraiser!



North Jersey hosted MAGDRL's biggest fundraiser in 2009. Our Tricky Tray raised over \$18,000 for the Danes! Our Chapters fundraising efforts would not have been nearly as successful without the creativity, dedication and passion of our superb team of volunteers. I can't say enough about our team whose hard work makes such a difference to our orphans.

In 2010 we expect the slowdown in the US economy will continue to strain our resources. With an increase in surrenders and a decrease in donations we will need to continue to be creative in our fundraising and education efforts. I have no doubt that we will continue to leverage the strength of our volunteers to continue to help the Danes that cross our paths.

Mary Fran Cini



Legislative

Although I have not held this position very long within MAGDRL, it has always been something I have tried to stay on top of. In recent years, we seem to have a deluge of pending animal laws all across the US. While some of these are very good pieces of legislation and long overdue, others trample on the rights of pet owners.

It is most important that before you sign on to endorse a new pending law, you read the entire document. Many times at first glance what appears to be the perfect new law may contain clauses and addendums that you really wouldn't want. With a thorough reading, you may find that you cannot support the law as it is written.

For example, proposed legislation that supports prohibiting the chaining of dogs may include verbiage buried within the law or in amendments that may ban specific breeds. Groups like PETA and the HSUS spend hundreds of thousands of dollars each year lobbying legislators, trying to influence laws from the local level all the way up to the Federal Government.

Unless we want the elimination of all companion animals, it behooves each of us to read and understand any pending legislation. Please do your research! If you have pending legislation in your area or state, feel free to send it to me for review.

Kathie Shea

Policy & Procedures

As the weakened economy continued to impact MAGDRL, we held our heads high and worked together to help Danes in need. In the past year, Danes flooded into every region of MAGDRL and pushed us to our max. We handled the influx of incoming orphans by sticking together and working towards our common goal of helping as many dogs as we could.

This year our Coordinators worked together to produce Coordinator Guidelines and a Coordinator Agreement. These two documents help ensure that when Coordinators step up to take a new area, they have an understanding of how things operate. Both the guidelines and agreement ensure a smooth transition for new Coordinators. The Form-site forms used by volunteers on a daily basis were also kept up to date so that everyone has access to the most current version of MAGDRL forms.

MAGDRL is a strong organization that will continue to do well because we are unified by the common goal of helping Danes. I look forward to continuing to work with our dedicated volunteers and our hard working Coordinators.

Courtney Vogenitz

Fundraising & Grants

We are certainly an organization that does not let the economy get us down. While other non-profit organizations are failing all around us, MAGDRL and its dedicated volunteers continue to work harder week after week, event after event to raise funds for the breed that we love so much. We work as a team with one goal in mind!

2009 was a year of record breaking events!

- ⊗ The NoVa yard sale had its best results ever bringing in over \$6,500
- ⊗ NJ's Tricky Tray topped its previous year at \$18,194
- ⊗ Our Sweepstakes took in over \$12,000
- ⊗ PA/DE DogFest brought in \$6,347

Our awesome volunteers continue to think of new ways to raise funds. We had new events such as the Quarter Auction - \$938, a Basket Bingo - \$3,340, Tattoo fundraiser - \$2,787, and a Daneville Auction - \$9,719 just to name a few.

Thanks to everyone's efforts we were able to qualify for the TD Bank Affinity program which raised \$2,738! Our volunteers worked hard to get us accepted into the Combined Federal Campaign of the National Capital Area. On an annual basis, both programs promise to attract more contributions for MAGDRL orphans.

Across our chapters we attended every kind of festival imaginable!!! There were Turkey Festivals, Neptune, Balloon, Potato, Pumpkin, Azalea, Cotton, Shrimp, Watermelon, Hamburger and Collard Festivals and our Danes were there!!! From Baseball Stadiums to Shopping Malls volunteers sometimes traveled 100's of miles to attend an event and show their support.



For all our fundraising efforts, we say THANK YOU!!!! Thank you for all of your contributions of time, energy, support, heart and soul for our Danes. MAGDRL is an awesome organization because of its volunteers!

Cathy Dlugosz



West Virginia

In 2009, West Virginia went through major changes. Our volunteers really pulled together and managed to help numerous dogs, and meet our goals. We focused on utilizing MAGDRL's foster network while recruiting foster homes within our state. We established a schedule of events, increased awareness of our existence while generating needed donations, and organized our chapter to allow us to keep up with inquiries.



With the assistance of our sister chapter in PA, we were finally able to move Rexx from the kennel into a forever home. To contain costs, since July we used a kennel only three times for emergencies and transport layovers. With help from our sister chapters, we celebrated 17 adoptions within MAGDRL and we successfully referred six Danes from areas we can't cover to placements with other rescues. We created an "owner assistance" database of rescue-friendly vets, health and training articles, and other rescue resources, and worked with a total of 84 people needing various kinds of help of with their Danes.

We established a schedule of regular Meet & Greets, and now have people coming into Petsmart looking for us. We participated in two bigger events, Bark in the Park and the WV State BBQ which earned us sufficient experience to expand our fundraising goals for 2010.

In addition, our outreach efforts resulted in us being able to establish good working relationships with several shelters – and their volunteers – in the western part of the state where there are so many Danes in need.

Finally, we created teams for phone interviews, reference checks, transports, home visits, and evaluations who made it possible to handle more than 233 inquiries within a 24- to 48-hour response time.

Thank you everyone!

Teresa Griffith



PA/DE

2009 rained Danes on Pennsylvania and Delaware, with 82 Danes pouring in throughout the year, more than doubling the number Danes surrendered in our chapter in 2008. Of those, 61 were fostered within the chapter and 20 transferred to other chapters with open foster homes. MAGDRL transferred 1 difficult to place Dane, Jeff, to Cares4Pets, a rescue that has been helpful in placing Danes that MAGDRL has difficulty placing on our own. Two fosters died while in foster care—one bloated and the second had cancer. Two other fosters were euthanized for temperament after MAGDRL sought formal behavioral evaluations from a professional. Seventeen of the Danes surrendered were pulled from shelters or other rescues, and 20 came in from other MAGDRL chapters.

With all of those Danes pouring in, volunteers new and old stepped up to the challenge and raised money through special events, regularly scheduled Meet & Greets and other fundraising efforts. New venues at Sam's Club proved successful, both in terms of generous donations and in attracting new volunteers. Other events, such as the ever popular Dog Walk, Scottish/Irish fest and PetExpo also raised much needed funds. And volunteers stepped up to set up new M&G locations, all contributing to support the Danes in MAGDRL's care.

PA/DE has approximately 25 approved foster homes, although at any given time, several are unavailable due to other commitments. Many foster homes have kids, cats and dogs, which sometimes makes it difficult to find appropriate foster Danes—but we continue to appreciate their generosity. As part of our dedication to providing quality foster care, the chapter hosted a free training session for foster homes. Training focused on recognizing signs of stress and anxiety, and targeting specific issues that fosters often face. This is something we'd like to offer more of in the future.

In 2009, we made a concerted effort to help every Dane about whom we were contacted. If we couldn't help a Dane through MAGDRL, we often helped the owner in other ways—from offering free consultations to connecting people with other rescues who may be able to help, to helping families keep their Dane by providing needed healthcare. Volunteers and team leads stepped up and helped in every way we could think of to find creative solutions for Danes in need. On the adoption side, our chapter adopted out 58 Danes to quality homes that would make our Danes a part of their family.

We have so much to be proud of and so much we still want to accomplish. Thanks to everyone who helped us save so many Danes and find so many wonderful families to care for them, both short- and long-term!

Sheila Marshall

**Volunteers**

2009 was another tough economic year for our region. Nevertheless our volunteers remained strong and worked harder than ever to raise funds and educate the public. In every chapter, volunteers were out every weekend in hot and cold weather, working for our Danes.



Our volunteers not only host monthly Meet & Greets, but work tirelessly attending Pet Expos, fundraisers and special events all year long. MAGDRL attended baseball games, fairs and festivals. We organized yard sales, motorcycle rides, bingo, car washes, poker runs and much more. In addition to events, our volunteers completed many transports each month to get Danes to their new foster homes.

All of this hard work by every volunteer makes a difference. No matter how small the contribution is, it all counts towards the success of our rescue. We measure our success in the many Danes we have been able to help in the past year.

As our volunteers have grown in number, so have the numbers of Danes coming in and donations needed, so we value each and every one of you!

The number of volunteers with paid memberships in 2009 follows.

NY	10
PA/DE	39
N.NJ	28
MD/DC	79
N.VA	39
S.VA	6
WV	18
NC/SC	80

Our volunteers are what this rescue is all about and I'm happy to represent you on the board! Keep up the great work everyone!

Nikki Russell

Public Relations

This year our PR Team rocked for MAGDRL. This team worked tirelessly in the following areas:

North Carolina: We had a great year in 2009 for PR. We sent out multiple press releases for some of our large events. Our main 2 were "Dealín' for Danes" and "Fall Dayz." Dealín' for Danes, an ATV poker run got us a newspaper article and picture on page 2 of the Goldsboro News Argus. We also began posting one of our Danes up for adoption each month in PawPrints Magazine, a magazine local to the eastern part of NC. We got many phone calls and emails from this and had two adoptions from Danes seen in this magazine!

Northern Virginia: We have a Great Dane Meet-up group in NOVA that meets once a month so the Danes can all play together. We have current and past adopters in the group. We have been able to recruit a fair number of new volunteers thru the group. Even those we have not officially signed up to help do show up with or without their dogs at our events to help support us.

New Jersey: Every three weeks, we send the Asbury Park Press "Help A Pet Find A Home" column bios and photos of NJ Danes needing forever homes. At a minimum they list one Dane in the newspaper, and they often list two or three at a time

Pennsylvania/Delaware: We got the word out about MAGDRL in the bi-weekly The Morning Call newspaper's Pet of the Week column, and with bi-weekly Free Classified ads in the PennyPower and The Nazareth Key. We ran events ads in online community calendars, issued press releases for Burrells, sent PSAs to radio stations, posted online ads in Craigslist and in LV Trader monthly, and on KYW3 TV's web site. We developed a profile for Napoleon's adoption which resulted in a TV broadcaster featuring him on her Facebook page. We sent his profile to Facebook contacts to spread the word that he needed an adoptive or foster home. We sent an ad to Craigslist and featured him as pet of the week.

CS-New Jersey: MAGDRL has been featured 6 times on NBCTV40's "Paws for your Pet" segment with Lorry Young. The Wet Nose News, is a new quarterly publication. Three of our Danes were featured in the Adoption section of the inaugural issue

The Bridgeton Evening News has a local "shout out" page that publishes anything MAGDRL sends them. We announce area Meet and Greets as well as placing event listings on Craigslist.

More>



NC West/SC (continued)

This is the 4th year in a row we have worked the Holiday Fair in Greenville SC, which is our biggest event of the year. We tried something new this year and had "Pictures with Santa and the Danes", which brought a lot of attention to our booth and proved again that people love Danes and love having their pictures made with them. When we do it next year, we will add a Gift Tree and Santa Pictures with a Dane. We have had 12 Meet and Greets and several dog related events including Bark in the Park in NC and SC, Memorial Festival, Balloon Fest, and adopt-a-thons.

We have a way to go, but NC-West and Upstate SC are back on track and making a difference in our communities. We work wonderfully well with NC-East and whenever we need a hand at an event they are there to help. It's all about Teamwork and we make a great team together. All of NC/SC should be very proud of what they have accomplished together this year.

Terri Wood

Maryland/DC

Despite the economic difficulties, the MD/DC chapter continued to be a strong chapter in 2009. We handled 90 give up calls resulting in the placement of 34 Danes into new homes within MAGDRL. MD/DC took in 34 Danes and still had 5 available at the end of the year, and we had 55 dogs adopted to adopters within our Chapter.

Our volunteers continued to stay busy finding adopters, volunteers, and fundraising at M&G's, sometimes as often as 3-4 weekends a month! Many of the M&G's were at locations that included some "out of the box" thinking, such as ice cream shops, craft fairs, K-Mart and 5 Below stores. We also successfully tried two new fundraising events, a Motorcycle Run and a Basket Bingo.

The end of 2009 saw Cindy Prevost step back from her co-coordinator position, though thankfully she is still involved with MAGDRL as a volunteer. At the same time Cindy stepped back, Chris Wall stepped up as Assistant Coordinator for the chapter. We also had several volunteers step up to help with our new teams that assist with give up calls and adoption calls.

I am very proud of all of our volunteers, and am convinced that with their caring attitude, the MD/DC chapter will have another wonderful year in 2010!

Christina Kallay



NC/East

Year 2009 was an exciting year for all of NC-East Volunteers. They should all be very proud of themselves and what they have all accomplished by working hard together and being out every weekend for the Danes. NC-East has been out in force all year long and we are not stopping.

We branched out into even more areas and added more fundraiser Team Leaders for the new areas. We provided Meet and Greet kits for our new areas and set up events in all cities and towns we have volunteers. Our objective was to reach the maximum number of people so they can learn about MAGDRL and so we can educate the public. NC East has two talented volunteers who made collars, toys, doggie door bells, bookmarks, jewelry, coats bandana's and so much more. These items make our Meet and Greet tables and our Booths at festivals more appealing to the public.

Two main events that we hosted and are now annual events are "Dealing for Danes" and "Fall Dayz", both very successful and a lot of fun for the volunteers and the public. Our volunteers worked hard to put these events on and did a fantastic job. We also participated in 10 festivals including Pickle Fest, Hog Fest, Potato Fest, Shrimp Fest, Watermelon Fest, Collard Fest, Turkey Fest, Whirligig Fest, Azalea Fest, St Patrick's Fest. and 22 Meet and Greets. We also participated in several Dog events including Howl-o-Ween, Bark in the Park, APS Dog Walk, Dogtober Fest, Salty Paws, and Woof Stock, and Cary Dog Days. Big events like Great Grapes and Beer, Bourbon and BBQ and others helped attract new volunteer and foster homes.

We rescued 109 Great Danes, mostly from shelters and owner turn ins. Maize, our special needs girl, came in and all our volunteers went to work raising money to pay for her vet care. It was a banner year for all those wonderful Great Danes we rescue and a true testament to the volunteers nonstop work on rescuing fostering and adopting out our orphans.

Terri Wood

NC West/SC

2009 was a great year for NC-West/Upstate SC. We started building up the volunteer base and have some very energetic volunteers which is what was needed. We have started to get Meet and Greet kits together for everyone so we can get out in the different areas and bring MAGDRL back to NC-West/Upstate SC, so it is a new and exciting time for us.

There is never a lack of Great Danes coming into rescue. We took in 82 Danes this year, and with the help of our volunteers getting them out at events, most were adopted right away. Volunteers showed available Danes in their "faces page book" which also attracted foster homes which are always needed. I think most of them have "foster failed."

More>

Public Relations (continued)

N-New Jersey: Every three weeks, we send the Asbury Park Press "Help A Pet Find A Home" column bios and photos of NJ Danes needing forever homes. At a minimum they list one Dane in the newspaper, and they often list two or three at a time



Maryland/DC: We worked with a university's film class to create a free video for MAGDRL and sent copies to all MAGDRL Coordinators. As a result of the video, MAGDRL was featured in Towson University's blog. MAGDRL was also showcased on "Nonprofitconnectors blog". Another short video featuring MAGDRL was shot at Colonial Dog Event at Hammond-Harwood House in Annapolis and was posted on Facebook and YouTube.

We were one of two organizations invited to speak about using social media for non-profits at a webinar hosted by "Philanthropy.com" and got many new Twitter and Facebook followers from this exposure.

We increased our Twitter followers to over 3,500 and are listed on 104 Twitter groups. Because our posts about weekly MAGDRL events on Twitter get re-tweeted and people show up at our events after they received a tweet. We also posted regular events and fundraisers on the MAGDRL Facebook page.

We ran recurring articles in Baltimore Examiner for 3 months which highlighted MAGDRL dogs. Our Washington Post interview put orphan Gracie on the front cover of the local news section and resulted in her adoption. We started an eZine and have new people signing up weekly.

We worked with a movie theater to get an on-screen statement run before every showing of the Marmaduke movie telling viewers about Great Danes and referring them to MAGDRL for more information. We post our events in local newspapers, magazines and online community events calendars, and we continue to produce the bi-monthly Rescuer's Record print newsletter.

Thanks to our MAGDRL PR Team for all your hard work, especially with the release of the Marmaduke movie.

Laurie Zook

Northern VA

In 2009 the Northern Virginia Chapter had another stellar year gaining irreplaceable volunteers. We continued to do our regular monthly meet and greets at Petco, Dog Krazy, Felix & Oscars, and were fortunate to add one at a local Wylie Wagg dog shop. We had a fantastic fundraiser at the Super Pet Expo where we made \$774! This year we started the Breck's Bulb Fundraising, attended our first Car Show, enjoyed doggie ice cream at Nathan's Dairy Bar. We had a "hair" raising good time" at the local Regional Cinema and conducted a hot but profitable Car Wash. We attended the Fredericksburg Dog Festival & the Leesburg Jamboree, and washed pups at Barks & Bubbles Self Serve Dog Wash.



We ended the year with a Christmas Event at Borders and wowed some unexpected book shoppers with our Danes! In total, we raised over \$16,000 in fundraising and hope to reach \$20,000 in 2010.

We brought in 20 Danes, with four still awaiting their forever home. Due to such great foster homes, we only have to use the kennel facilities three times for a total of approximately 2 months. Yeah FOSTER PARENTS! We worked really hard to keep our costs at a minimum, and ended up spending \$11,900 rehabilitating and caring for our Dane orphans.

Once again, we would like to say KUDOS and give a round of "apaws" to the entire NVA crew, you guys ROCK! We could not have done this without you ALL.



Nikki Russell & Susan Hughes

Quick Facts

- ⊗ Dogs Taken In - 326
- ⊗ Released to Breeders - 3
- ⊗ Adopted - 353
- ⊗ Still in Rescue at end of 2009 - 66



New York

Another year behind us and many more Danes save and place in their forever homes, New York would like to thank its small force of volunteers with their endless dedication to the breed. We had calls for about 70 Danes and took in 25 and adopted out 6. We greatly appreciate the teamwork across state lines as we could not have taken in as many Danes as we did without the network of foster homes throughout MAGDRL. N-NJ alone took 18 of our Danes into their foster homes and found them wonderful adopters.

With our largest fundraiser, Broadway Barks, many volunteers drove hours to assist with the event and made it another huge success. We are grateful for the Major's Alliance who invites us back every year to showcase our Danes on stage in Schubert Alley.

We would also like to thank the Dunn family for their continuing support throughout a tough financial year. Their monthly donations kept us in the positive for the year and we could not have done it without them. New York ended the year with almost \$12,000 in the positive.

The New York Chapter thanks all his supports and hopes to have another successful year helping the Danes in need.

Inga Hotelling

Southern VA

The Southern Virginia Chapter started the year with seven Danes and ended with five Danes. We took in 59 Danes which was down from the previous year by 11, yet chapter expenses did not decrease due to the cost of veterinary care.

We added new events in 2009 that proved to be both fun and very fruitful. These events will become annual efforts. We made changes in our procedures within the chapter that we are very proud of and feel that the Chapter is much more effective with adoptions, building the volunteer base, handling events, and promoting MAGDRL.

We've improved our volunteer coverage in areas that were poorly represented in the past. This has been instrumental in increasing adoptions and promoting awareness of our organization in general. We've added some great volunteers and continue to grow that area of the chapter. We have been successful with our communications with local shelters and humane societies but as always we continue to promote those relationships.

SoVa chapter will continue to work to increase donations, educate the public, provide a safe haven for Danes, and represent this organization in a positive and respectful way.

Stacey Gilbert

