



Meeting date:

Saturday, June 2, 2012
11:00 am to 2:00 pm EST
The Merit School of Stafford
664 Garrisonville Road
Stafford, Virginia 22554



2011 Annual Report

Featuring:

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- ⊕ Director Reports.....5—11
- ⊕ Chapter Reports.....12—16
- ⊕ Financial Reports.....22—23
- ⊕ MAGDRL Statistics...4, 8, 9, 11, 14,17
- ⊕ In Memory.....20

Meeting Agenda

Welcome, Introductions and Thank You's
President MaryFran Cini

Reading of minutes from last year's meeting
Kristeen Kohrs

President
MaryFran Cini

Vice President
Lissa Scott

Statistics Report
Christina Kallay

Fundraising and Grants Update
Cathy Dlugosz

Policy and Procedures Update
Courtney Vogenitz

Publicity Report
MaryFran Cini (for Laurie Zoock)

Secretary/Bite Coordinator Report
Kristeen Kohrs

Old Business: Questions from the membership regarding discussions from last year's meeting.

- Membership Dues - why do volunteers need to pay membership dues?
- Social Media, Technology, and its Impact

New Business:

- Income/Expenses and Submitting to the Treasury
- Vet Checks

We will accept questions/discussions from the members in attendance, 10 minutes for each topic, one hour total.

Adjournment

Meeting Agenda



A Message from your President



In 2011 we continued to see the trends of the previous two years with a depressed economy and its accompanying challenges. Orphans come in with little vetting and with health issues that have gone untreated for some time. We continue to see increases in senior Danes surrenders when owners no longer have the time or resources to care for them. We are not seeing great improvement in numbers of applicants, so Danes are in our care for longer timeframes as they wait for the right adopters to come along. The Board of Directors has worked hard to watch our bottom line, reinforcing policies to manage our expenses against our available funds. We also have established and maintained relationships with other rescues in the interest of helping all Danes, not just those that come to MAGDRL. This ensures that someone will help the Danes that need rescuing since no single organization can help them all. Thanks to our Chapter Coordinators for nurturing these relationships because when we all work together, we expand our collective ability to help many more Danes.

Despite these challenges, MAGDRL did well in 2011. We met our expenses and provided necessary care for the Danes that came into our rescue. This is only possible because of the tireless efforts of our volunteers, and the dedication and commitment of our members and patrons to our orphans in need. I am truly amazed at the achievements of our event coordinators and fundraising team leaders and teams. And although many charity's executives earn large salaries, everyone in MAGDRL is an unpaid volunteer. Every effort we make is solely for the love of the breed, and all donations are used for the support of the orphans in our care.



We are very fortunate to have so many talented and hardworking leaders in this organization. It is truly a labor of love. I cannot say enough what a privilege and honor it is to serve as your president and work with such a wonderful group of people who share my passion for this breed that we all love. Thank you all for all that you do to help our orphans and to help MAGDRL to be the successful and respected organization that it has always been.

Mary Fran Cini

Vice President

Imagine a country without traffic lights, food safety standards, tornado warnings, or a Federal Deposit Insurance Corporation (FDIC) to protect that nest-egg you worked so hard to build. If these and other protections did not exist in our society, our communities would fall into decline and we would quickly become an impoverished, 3rd world country.

In the same way, the Board of Directors (BOD) exists to protect MAGDRL and enable us to operate with impunity. We procure insurance coverage for volunteers; we develop guidelines, policies and procedures to enable our safe and continuous operations; we require expense forms, and have income reporting and reimbursement procedures for fiscal surety; and we closely track state, local, and federal legislation that may impact Chapter operations.

Our Coordinators and volunteers are the "Boots on the Ground" working for the success of their Chapter, but the BOD serves to protect the entire organization. Although few of us enjoy administrative overhead -- rules, procedures, forms & reports -- they exist to avoid exposing MAGDRL to the types of risks that resulted in the closure of many nonprofits in recent years.

MAGDRL has kept our doors open for over 33 years thanks to the partnership between the Chapters and the BOD. We look forward to continued success in meeting our commitments to our donors, our volunteers, and most of all, to the Danes in our care.

Lissa Scott

MAGDRL Quick Facts 2011:

- ⊕ Dogs Taken In — 289
- ⊕ Released to Breeders — 1
- ⊕ Adopted — 281
- ⊕ Still in Rescue at end of 2011 -- 77
- ⊕ Average Days In Rescue - 103

President's Message

Vice President's Message

2011 GDCA Rescue Statistics		
Disposition		
Adopted	1034	53%
Owner Placed/Retained	497	26%
Released to Breeder	6	1%
Euthanized/Died	114	5%
Still in Rescue	282	15%
Total	1933	100%

Legislative

Many areas in our Mid-Atlantic territories are making substantial moves to protect animals and strengthen or create laws, although some have room for improvement. The majority of all US households now include at least one companion animal, and the public deeply cares about their pets and their welfare. People are also getting more involved in contacting legislators and pushing for stricter laws. West Virginia, Virginia and DC are included in the top tier for their strength in animal protection laws.



In 2011, there were many improvements in animal legislation targeted towards better standards of care for animals. These include stiffer penalties for offenders, mental health evaluations for offenders, bans on ownership of animals following convictions, allowing animals to be included on domestic violence protective orders, reporting of cruelty by veterinarians and other professionals and expanding the range of protection for animals. Both Maryland and DC have new laws which allow animals to be included in domestic violence protective orders. North Carolina was also busy trying to push for stricter laws on puppy mills. Overall, it has been a decent year for companion animals but there is always room for improvement.

Brittany Dail



Fundraising & Grants

I can't begin to convey how happy I am to report that despite the poor economy, MAGDRL volunteers continue to find new and innovative ways to raise funds for our orphans. In 2011 we had our first Flamingo Flocking and Pawshank Redemption fundraisers! volunteers auctioned off AT-V's, Blue Rays and artwork too.



We continued to attend various Pet Expos across all our Chapters, each one bringing in over \$1,000 for MAGDRL. Our volunteers all work hard getting out in their Chapter every weekend to set up Meet & Greets, attend festivals and host our own big events. Not every event turns out to be a big money maker, but we are getting out there, spreading the word about our awesome Danes which helps them find their forever homes!!! That is why we do what we do, and every effort is very much appreciated.

We have quite a few programs in place that keep a steady income coming into our treasury. The iGive, Purina Weight Circles, various recycle programs and our Dane Depot also continue to benefit MAGDRL. Other ongoing fundraisers include:

- ♥ CFC - \$6113
- ♥ TD Bank Affinity Program - \$3619
- ♥ MAGDRL Credit Card - \$1077

Our volunteers work together and organize some amazing events and fundraisers. In 2011 we had some great results including:

- ♥ Dane Dash - \$1112
- ♥ MD Yard Sale - \$1565
- ♥ Annual MAGDRL Calendar - \$14500!!!
- ♥ Daneville Auction - over \$3300
- ♥ Broadway Barks - \$4263
- ♥ DE Dogfest - \$5218
- ♥ NJ Tricky Tray - \$23,387

These events are bigger undertakings and take the support of a lot of volunteers to pull them off successfully. Our volunteers continually work hard for our Danes and they are the solid foundation that MAGDRL stands on. We are only successful at helping as

More-->



many Danes as we do because of our volunteers and their efforts! Thank you to everyone for all that you do for our Danes!!!

Cathy Dlugosz



Secretary

The Secretary has two main responsibilities as part of the Board of Directors. The secretary keeps the minutes of any meetings of the members and/or of the Board of Directors and also sets up polls that are used to vote on issues before the Board of Directors. In 2011 the Board voted on 11 items. We vote on things like approval of medical treatment over \$500 and MAGDRL policy changes.

An example of a policy we voted on was a change to our By-Laws to have two categories of members: "Supporting Members" and "Volunteering Members". We voted unanimously to make this change which was based on discussion at last year's MAGDRL Annual Meeting. Since changes to the By-Laws have to be submitted to the states where we are a registered nonprofit, this change will go in to effect with our 2011 tax filing. We also voted on the policy



surrounding who is invited to participate on the Extended List Yahoo group.

There isn't a real mystery to what the Board does – we work for the best interests of MAGDRL as a corporation and licensed charity. The secretary aids in this mission by tracking votes and participating in the surrounding discussion.

Kristeen Kohrs

Public Relations

My 2011 goals included training and running a PR Team that is dedicated to helping our Danes get the maximum positive press exposure possible, whether via TV, radio or newspaper. Additionally, when I find regional public relations opportunities via newspaper articles or radio interviews like "My Buddy Butch," I give a realistic view of the procedures to adopt a Dane. I am responsible for handling MAGDRL publicity opportunities for broader audiences efficiently and with a consistent message. When a state public relations opportunity arises, it is passed on to the appropriate Chapter



PR Team Lead.

Public Relations is critically important to MAGDRL. It is my responsibility to make sure our volunteers who participate in exchanges with the media present a professional image at all times. Positive publicity enhances our public image and attracts adopters, volunteers, and supporters.



MAGDRL has established a presence on Social Networking sites including Twitter, and Facebook to expand our public presence. Special thanks to MAGDRL MD volunteer Joan Schramm for putting together the new Facebook MAGDRL page in 2011.

If MAGDRL volunteers plan to run an event or a fundraiser, please remember to contact your PR Team Lead so they can assist you. *Laurie Zook*

2011 Top 5 Reasons Danes Came Into MAGDRL

1. Financial Reasons
2. In a Shelter
3. Moving
4. Non-Aggression Temperament Concerns
5. Stray

Policy & Procedures

It was a pleasure to serve MAGDRL in 2011 and to help make this organization the best that it can be. Many of our existing forms were updated and have resulted in making the job of our Coordinators and volunteers easier. We added several new questions to the home check and intake questionnaires to strengthen these forms. These simple steps help us to place the right dog in the right home to make sure we are doing everything we can to provide forever homes.



In 2011 we started a new Policy and Procedures column in our MAGDRL Rescue Record newsletter. The newsletter reaches over



500 MAGDRL volunteers and members, so we started using it as a vehicle to better explain the many MAGDRL guidelines and procedures. Topics covered so far include fencing, home checks and Dane intake evaluations. Shedding light on the whys and hows of our procedures has helped to clear up a lot of our rationale, steps, and procedures for volunteers and members alike.

As MAGDRL grows and changes, so do many of our forms and steps for handling our day to day business. There have been many changes during my tenure on the Board of Directors, and I can say that each and every one of them has helped to improve MAGDRL.

It has been a pleasure working with the Coordinators and fellow BOD members this part year! Three Cheers for MAGDRL!

Courtney Vogentz

MAGDRL Snapshot	2009	2010	2011
Dogs taken in	326	331	289
Dogs Adopted	353	301	281
Dogs still in rescue at end of year	66	92	77
Average days in rescue	81	90	103

Volunteers

Year 2011 was another eventful year for MAGDRL. All our Chapters worked hard throughout the year to bring in much needed volunteers, adopters and donations. Our volunteers have done a great job using Facebook, Twitter, Chipped In, Petfinder and other social media platforms to get the word out about our rescue which helped save many Danes. Using technology and thinking outside of the box has enabled MAGDRL to continue to meet our goals during these hard financial times.



We continued to work as a wonderful team and each Chapter worked closely with the others. Our volunteers and fosters supported each other through the good times and the bad. Our volunteers give so much of themselves through the daily care of foster dogs, events, adoptions, losses and everything in between. I constantly feel an abundance of pride and admiration for everyone in our rescue. Every job is important, and all lead to another Dane finding its forever home.

2011 Volunteers by Chapter:

MD/DC	91
N.VA	45
NC/SC	77
NJ	92
NY	20
PA/DE	56
S.VA	22
WV	25

In recent years, we are still faced with increasing numbers of Danes coming in and we continue to need more help than ever. We appreciate our volunteers rallying on behalf of our Danes, They provide much needed help with evaluations, transports, home visits, reference

checks, and adoptions. Thank you all for your hard work, dedication and love for the breed!

Nichole Russell

Bite Coordinator

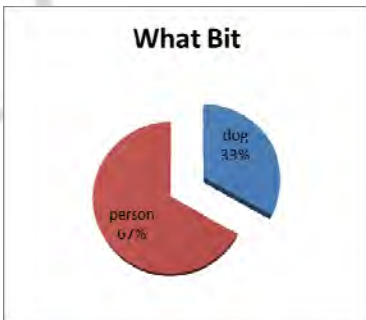
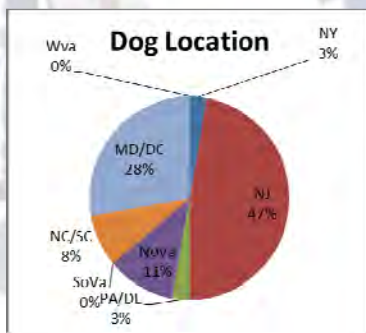
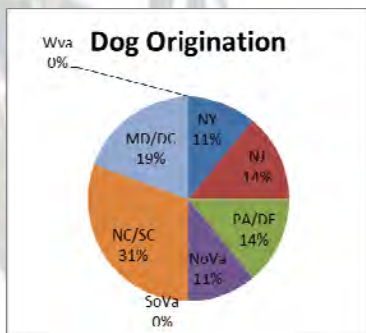
One of my roles on the Board of Directors is that of MAGDRL Bite Coordinator. Along with MAGDRL President MaryFran, I receive bite incident reports.

This year I did some statistical analysis on bites that show the source of the bites (adopted/foster dog), what was bitten (dog/human); in what state the bite occurred; and where the Dane originated. The graphs reflect the data from 36 incident reports over the course of a year.



The goal for 2012 is to reduce the overall number of incidents. We work towards this goal within each Chapter by doing more complete intake evaluations and also hope to see fewer repeat incidents by the same Dane.

Kristeen Kohrs



New Jersey

NJ volunteers continued to work hard for MAGDRL in 2011, and once again they outdid themselves with fundraising and events. NJ's income of over \$80,000.00 was more than 5 times its expenses, a trend that has continued in our Chapter for many years. We were proud to be able to help the entire organization with expenses, taking in fosters from other Chapters without available foster homes, and sharing the positive energy that our volunteers continue to generate. Our Tricky Tray fundraiser continues to be the highest earning fundraiser, and many volunteers contribute in either small or big ways to make it so successful.



In 2011 NJ took in 33 Danes and 34 NJ families adopted Danes from MAGDRL.

NJ is very proud of its accomplishments and our volunteers who work hard so that we can continue to achieve success and help so many orphans across the entire MAGDRL organization. I shared part of 2011 as Chapter Coordinator with Kristeen Kohrs, and NJ did not miss a beat under her leadership. I cannot thank our volunteers enough for all that they do and I am blessed to have their support and commitment when it comes to the Danes in our care.

Mary Fran Cini, Kristeen Kohrs, & Melissa Alessandrini

2011 GDCA Statistics		
Color	Total #	% of Total
Harlequin/Mantle/Merle	629	33%
White/Deaf/Blind	70	4%
Black	580	30%
Fawn/Brindle	327	17%
Blue	128	6%
Other	199	10%
Total	1933	100%

Northern Virginia

Northern Virginia saw 2011 fly by and it sure was a blast! We continued to rock our monthly Meet & Greet events at Felix & Oscar, Dog Krazy, Wylie Wag and Unleashed. We had 4 special events in 2011 that always bring a lot of interest in our Danes: Pet Fiesta, Home for the Holidays, Pawshank Redemption, and the Sully Antique Car Show. We also had a few fun events including the Red Hot's



We raised over \$20,189 in funds, brought in 15 Great Danes looking for forever homes, and had 19 happy adoptions within the Chapter. We spent over \$15,430 in care for our Danes including 1 long term foster that required monthly vet visits and a special diet.

We would not be such an accomplished Chapter without each and every one of our dedicated volunteers. Each volunteer brings something special to MAGDRL, and for that Nikki & I are so very grateful and humbled.

Nichole Russell & Susan Hughes

New York

The New York Chapter has another rescue year behind us where we saw many Danes being surrendered in very bad shape due to the economic crises, home loss, divorce. We also saw more Danes with major behavioral issues. Out of 100 calls, we could only take in 18 Danes this past year. Thanks go to our neighboring Chapters for opening their foster homes to accommodate NY Danes. It is great to work together as a team in these harder times.

We had some wonderful events where our volunteers had a great time educating and showing off the Danes to the public. We had attended many of these events in prior years and we were invited back again this year. Some of these events were The Garden Factory's Holiday Family Fun Days, The All Breed Dog Show, The University of Albany Fall Festival and of course our big annual Broadway Barks 13. These events helped us close out the year on a nice positive fund balance of almost \$10,000.



New York would not be able to help the Danes without the dedication of the volunteers traveling hundreds of miles to events, as well as transporting our orphans from not only NY, but also for other Chapters.

Gay Ann Wayne & Inga Hotelling



North Carolina/Upstate South Carolina

We had another good -- but busy -- year in 2011 in the North Carolina/upper South Carolina Chapter. Our team rescued a total of 138 Great Danes, most coming in from shelters all over NC/SC. We brought in Shelly and Paddy, our emaciated Danes who attracted public attention and earned MAGDRL positive publicity for helping them recover and finding them new homes.



The Combined Federal Campaign (CFC) was kicked off in 2011 and NC has a total of 4 CFC chapters serving 64 Counties state wide. MAGDRL volunteers were at CFC kickoffs all over our Chapter which increased awareness of our Danes who need homes. Thank you David Torres for doing the paperwork and talking to CFC representatives which helped get MAGDRL NC/SC accepted into their program.

We developed a recycling program we call "Going Green for the Danes," Brittany Dail set up an Etsy website so that we could sell recycled items for the rescue. New items we added to the program this year including water bottle toys, horse shoe reefs, recycled can broaches and tobacco stick stars. Our volunteers are always thinking of new ways to recycle items to sell at events, and all of our booth items are made and donated by MAGDRL volunteers.

The NC/SC team had a total of 12 festivals: The Stampede, Watermelon, Pickle, Barbeque, Mum, Lawn Chair under the Oaks, Collard, Fossil, Potato, Strawberry, Turkey and Azalea. We also had 4 big events: Holiday Fair, Great Grapes, Bear Bourbon and Barbeque, and Fur Ball. We also squeezed in some Bark in the Park events, Meet & Greets, and a couple of school visits to educate kids about Great Danes and rescue.

Thank you to all the Foster Homes and volunteers that were out every weekend educating the public.

Terri Wood

MAGDRL Color Comparison

Color 2002

32% black

3% blue

2% white/deaf/blind

Color 2011

30% black

7% blue

3% white/deaf/blind



West Virginia

In 2011, the West Virginia Chapter focused on continuing to strengthen our volunteer base. We were able to fill five key positions, and our Panhandle group developed into a terrific team who really enjoy working together. We also focused on fundraising smarter. We were able to find venues where we could generate more donations per event, while also increasing our qualified adoption inquiries. We were also successful in reducing our costs for larger events to nearly nothing.



These efforts allowed us to handle inquiries, both surrender and support inquiries, from 92 Dane owners, while keeping up with the 266 total calls/emails received. We brought in 11 dogs, with two more pending the completion of an investigation. We celebrated 10 adoptions – half of them in-state. We had only 2 surrenders that we had to refer to other rescues because they were in a part of WV that we could not reach. Thank you, everyone, for all you are doing for our orphans!

Teresa Griffith

Pennsylvania/Delaware

In 2011, the Pennsylvania/Delaware Chapter had an unsettled year in terms of changes in Chapter leadership and volunteer roles. PA/DE Coordinator Sheila Marshall stepped down and Rachael Perring took over her position. Rachel learned the ropes and continues in Sheila's footsteps. We handled 271 calls on our surrender line and took in 55 dogs. We experienced an increased number of "difficult dog" calls, with 94 of our calls being dogs that we were unable to accept due to MAGDRL policy. Fortunately we have a growing relationship with outside rescues and resources and worked with them to resolve issues with these dogs. Unfortunately 4 Danes died while in our care, but the great news is that we found 35 in-state and 11 out-of-state homes for PA/DE orphans.



We rallied together to make sure that the Danes came first at all times. By the end of 2011 we were stronger as a team and we hope to continue to grow together.

Rachael Perring & Cindy Kern



Maryland/DC

In 2011, the Maryland/DC give-up team fielded an average of 11 calls and emails each month, which resulted in intake and placement of 35 Danes in new homes. Unfortunately that's an increase in dogs taken in, but a slight decrease in adoptions over the previous year. We also had 41 Danes adopted into homes within our Chapter. We saw more and more families affected by financial challenges which forced them to give up their Danes.



Our volunteers continue to be the heart and soul of the Chapter. If it were not for them, give-up and adoption calls would not be returned, home visits and dog evaluations would not happen. Meet & Greets would not occur, fundraising would be non-existent, and we would have no foster homes to place dogs in. It takes an army to keep this organization up and running, and that army is our MAGDRL volunteers. Every minute spent volunteering is appreciated, every penny collected is appreciate, I'm happy to be a part of such a dedicated and caring team.

Christina Kallay

Southern Virginia

The Southern Virginia Chapter ended the year with 10 Danes still in rescue. We took in 33 Danes, down from the previous year by 7. We continue to grow and develop our volunteer base, striving for a well-rounded Chapter. Our Chapter will continue to focus on incoming Danes, successful adoptions/matchmaking and increasing our donations. We are also focused on managing our expenses, and educating the public. We also strive to continue building and assisting other Chapters to best utilize our resources.

Southern Virginia has had many successful adoptions due to the commitment of every volunteer involved. We plan to continue to expand our area coverage by being proactive with our volunteer base and best use of our resources. In 2011 we felt the crunch of high gas prices, the rising cost of vet expenses, and the poor condition of the Danes that came into rescue. We will continue to try to expand our fundraising to cover these expenses. We have continued with the "money making" events that have proven fruitful in the past and will hopefully prove so in the upcoming year. We are very proud of the year we've had and will continue working through the ongoing changes and difficult economic times.



Stacey Gilbert

MAGDRL Statistics

MAGDRL statistics In 2002:

Gender

- 55% of the dogs were males
- 42% of the dogs were females
- 5% unknown

Age

- 34% of the dogs were 1-2 year old
- 7% were under 6 months old

Color totals:

- Harle/Mantle/Merle 210
- White/Deaf/Blind 17
- Black 240
- Fawn/Brindle 153
- Blue 26
- Other (fawnquin etc.) 45
- Unknown 72

MAGDRL statistics In 2011:

Gender

- 54% male
- 45% female

Age

- 40% were 1-2 years old
- 5% were under 6 months old

Color totals:

- Harle/Mantle/Merle 222
- White/Deaf/Blind 17
- Black 192
- Fawn/Brindle 96
- Blue 47
- Other (fawnequin etc) 13
- Unknown 51

2011 GDCA Statistics

Gender	Total #	% of Total
Dogs	931	48%
Bitches	1002	52%
Total	1933	100%
Age		
Under 6 Months	158	8%
6-12 Months	233	12%
1-3 Years	782	40%
3-5 Years	514	27%
6 Years or Older	246	13%
Total	1933	100%

2011 Income



2011 Expenses

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2012 Budget

2012 Projected Income

2012 Projected Expenses

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Thanks for Caring!

Treasurer's Report



In Memory...



It is a sad fact that we cannot save them all. In 2011, we had 85 Danes/mixes who died or were euthanized while in the care of MAGDRL. We remember them here.

Euthanized	Died
⊖ Temperament — 15	⊖ Hit by Car - 1
⊖ Health - 5	⊖ Bloat - 3
	⊖ Health -61

Memory

Your memory will live on;
in each one of us
you'll always be number 1;
to all of us

Have a safe journey;
through the night
I promise when you awake;
you'll be in God's light

So with heavy hearts;
and tears in our eyes
just for now my friend;
we say goodbye

~ John Quealy

Top graphic courtesy of Danes-R-Us

The background photo is Southern Virginia MAGDRL Volunteers supporting the Neptune Festival weekend September 29, 2011 in Virginia Beach, Virginia.