

2nd Chance 4 Pets 2013 Milestones

2nd Chance 4 Pets volunteers had a very rewarding and productive year in 2013. Volunteers promoted *lifetime care planning* for companion animals by facilitating educational workshops, participating at a number of national animal welfare and veterinarian conferences and providing informative webinars to organizations around the country.

Since our work began in May 2004, the impact of our volunteer team has been significant. Through our efforts, thousands of pet owners, veterinarians, and animal care organizations throughout the U.S. now recognize the importance of lifetime care for animal companions. And most importantly, they understand **how** to ensure care for pets should these pets outlive their owners.

2013 Highlights

- *Animal Sheltering* featured a 2nd Chance 4 Pets article in its Spring 2013 issue. The publication is distributed to nearly 6000 shelters and rescue groups nationwide.
- Resulting from a generous sponsorship from PetHub, Inc., 2nd Chance 4 Pet's Emergency Card "Door Hangers" were distributed to veterinarians at the 2013 Western Veterinary Conference held in Las Vegas. More than 14,000 veterinarians were in attendance at the conference. Our Emergency Cards are also being distributed through our partnerships with the national Meals on Wheels organization and the Colorado State Veterinary Teaching Hospital.
- In December, 2nd Chance 4 Pets was awarded a Lifetime Marketing Award by Emma, becoming one of 100 national nonprofit organizations selected to receive a lifetime account with the Emma 25 program. Every year, Emma 25 awards select nonprofit organizations complimentary lifetime e-mail marketing services. Emma is a Nashville-based email marketing company that strives to make email marketing technology more accessible to small businesses through a simple interface, stellar design and great customer service.

National Conferences and Workshops

- 2nd Chance 4 Pets volunteers participated in the following conferences in 2013:
 - February 2013: Western Veterinary Conference (WVC), Las Vegas, NV
 - May 2013: Humane Society of the United States (HSUS) Animal Care Expo, Nashville, TN
 - October 2013: Best Friends Animal Society No More Homeless Pets Conference, Jacksonville, FL
- 2nd Chance 4 Pets volunteers will participate in the following conferences in 2014:
 - February 2014: Western Veterinary Conference (WVC) Las Vegas, NV
 - March 2014: American Animal Hospital Association (AAHA), Nashville, TN
 - June 2014: American College of Veterinary Internal Medicine (ACVIM), Nashville, TN

Webinars

- 2nd Chance 4 Pets webinars were sponsored by four national organizations in 2013. The webinars presented the basic steps that every responsible pet owner should take to ensure their pets receive lifetime care.
 - August 2013: International Association for Animal Hospice and Palliative Care (IAAHPC)
 - October 2013: Grey Muzzle Organization
 - November 2013: PetSmart Charities
 - November 2013: Pet Sitters International

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