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From the President

Not only do we have a knack for finding solutions for homeless pets, we have a NAC — a Neighborhood Adoption Center. In this newsletter we celebrate the opening of our third NAC in Mountain View. We also recognize the people that have made our NACs a success these past six years.

I'm incredibly proud of and passionate about our Neighborhood Adoption Center program. Our ability to save lives hinges on being able to move homeless animals into loving homes quickly and easily. The sooner we can adopt pets, the more space we have for other local animals in need. When we put our adoptable animals in the path of pet lovers at a NAC, matches get made. And it's magic!

Magic that results in 40% more adoptions since we opened our first NAC six years ago. Helping animals like Wilson, Dooley, Bert, Sprite and others you'll read about in this newsletter.

We know that Silicon Valley is a community that loves animals. What our NACs teach us is that when we are in your neighborhoods, our community comes out in droves to support us. For that, thank you.



Carol Novello

Carol Novello, President

Humane Society Silicon Valley Animal Community Center

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160 East El Camino Real
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Mountain View Neighborhood Adoption Center in PetSmart

408-425-1569
2440 East Charleston Road
Mountain View, CA 94043

West San Jose Neighborhood Adoption Center in PETCO

408-370-2732
500 El Paseo de Saratoga
San Jose, CA 95130

Our Littlest Friends

It's a common story: someone buys a male hamster from a pet store. Next thing they know, they find their new pet came with a passel of little surprise babies. Their male hamster was actually a pregnant female. Or the two female or male guinea pigs they purchased turned out to be an amorous mixed gender pair, and now they have a rapidly expanding problem.

Usually these pets would wind up given away, sometimes in mixed pairs to perpetuate the problem. Or, in worst-case scenarios, turned loose outside. But our Neighborhood Adoption Centers (NACs) allow us to create happy endings for unwanted pocket pets like hamsters, mice, rats and guinea pigs.

“The little bit of space required for Neighborhood Adoption Centers to house pocket pets allows us to save a large number of lives.”

The additional space allows us to house and showcase these little guys in a venue where potential adopters are likely to be looking for them. It also allows us to provide small animal adopters with education, advice on care, and properly vetted (and gendered) pets to avoid future surprises.

These tiny animals are great first pets for both small children and busy professionals. By offering folks the option of adopting homeless pocket pets instead of buying them, we're setting people on a lifetime path of shelter adoption.

The little bit of space required for Neighborhood Adoption Centers to house pocket pets allows us to save a large number of lives. Thank you for your kindness and compassion, which allows us to care for our littlest friends.



Thanks to you, these pocket pets can find a new home!



These adorable little creatures deserve a second chance for a loving family.

Pet Guardianship



Planning for the future of your precious pet's next home is something every pet owner should consider. Enrolling your pet in our Pet Guardianship Program gives you peace of mind and saves your family members or friends from dealing with what can be a painful pet surrender process. Learn more at hssv.org/guardianship or contact Joanna Wlodarzewska at 408-262-2133, ext 119.

All this adorable dog wanted was a loving family and home . . .



A Big “Yes!” for NoNo

When Tina stepped into PETCO to stock up on treats and toys for her senior dog on that August day, the last thing she was thinking of was getting another dog. Shampooh, her beloved Pekingese, didn't even like other dogs!

But you can't really ignore the hand of fate. Particularly when that hand looks suspiciously like the paw of an adorable Chinese Crested Powderpuff. A Powderpuff named Dooley, who was waiting for his new home at our West San Jose Neighborhood Adoption Center in PETCO (NAC).

Dooley had been surrendered at a rural shelter nearby. This 8-year-old dog was in desperate need of TLC. His fluffy coat was patchy and missing in spots. And he had a bum knee that needed special attention. Due to the generosity of donors like you, we can help animals at crowded area shelters get the extra time and care they need. Dooley was transferred to us where we immediately provided medical care for his skin and knee.

Playful, gregarious and funny, Dooley lived for a game of fetch. And he never met another dog he didn't like! His easygoing nature made him a

natural fit for being housed at our West San Jose NAC in PETCO, which is where the furry paw of fate landed him on that summer day that Tina found him . . .

Tina fell in love instantly. But would her Pekingese, Shampooh, feel the same way?

As Tina and Shampooh were browsing the aisles of PETCO together, she caught sight of Dooley at our NAC inside the store. She was instantly smitten. A NAC volunteer offered to bring him out so they could all go for a walk together. Convinced Shampooh wouldn't allow this new dog to tag along, she agreed.

Miraculously, Shampooh cast the deciding vote. The Pekingese, who had always despised other dogs not only tolerated Dooley, he liked him! That night their little family of two became three.

Several months after Dooley — now named NoNo — went home with Tina, they came back for a visit. “I barely recognized him,” remembers Tracy Powers, the supervisor at West San Jose Neighborhood Adoption Center in PETCO. “He looked great!”

For Wilson and Debbie, Dreams Really Do Come True

Ever since Debbie decided she wanted to add another cat to her family, kittens had danced through her dreams at night. In one dream, she found the perfect kitten. The one that would get along with her adult cat and fit right in with the family. A cute, fun, happy kitten. Her kitten. In that dream, the kitten's name was Willy.

Debbie had a dream she found the perfect kitten, and his name was Willy. But how would she find him?

Not having been in the market for a cat for a while, Debbie wasn't sure where to start her search. She called the PetSmart in her neighborhood to see if they had any kittens available. "Of course!" she was told. She learned this PetSmart had recently partnered with Humane Society Silicon Valley to help animals in her community. Our Mountain View Neighborhood Adoption Center (NAC) had been set up at that location, and we had populated our new NAC with a litter of adorable tiger kittens.

That litter included Willow, Tiko and Toffee, and the most playful of them all, a little male kitten named Wilson. Willy, for short.

"I offered to show Debbie the other kittens," said Mariya Rasheva, our Customer Care Supervisor at

Mountain View, with a laugh. "But once she held Wilson, it was all over!"

Neighborhood Adoption Centers ensure adoptable animals are easily accessible to local families. For Debbie, it made fulfilling her dream as easy as stopping in at a neighborhood shopping center. For little Wilson, it meant an accelerated track to finding a forever home. Wilson had just arrived at the Mountain View Neighborhood Adoption Center in PetSmart — he spent barely 48 hours there before leaving with Debbie, happily ensconced in her loving arms.

Because of generous friends like you, dreams really do come true for local animals and the families who adopt them. Thank you for caring.



Why Neighborhood Adoption Centers?

Coach was a darling little kitten — playful, outgoing and adorable. The problem is that during kitten season, we have a lot of darling little kittens. Each wonderful in their own way. All competing for a new home.

Coach was lucky. The average stay for a kitten before it gets adopted is 13 days. Coach found his new family just one day after being up for adoption. But it wasn't luck. It was a Neighborhood Adoption Center (NAC) that has changed the lives of adoptable pets.

“... we not only have seen 40% more adoptions at the NACs, but a rise in adoptions in Milpitas.”

The Mountain View Neighborhood Adoption Center at PetSmart that housed Coach is the third one we've opened in six years. Our hope is to keep opening new NACs to help more pets like Coach.

Not only do pets get adopted more quickly from NACs, our data shows they're more than twice as likely to stay in their homes. This might be due to the enormous advantage of where these centers are located. By strategically placing NACs inside PETCO and PetSmart stores, we target pet lovers who become potential adopters and generate word of mouth within a specific local community.

These locations attract a pre-selected group of folks who are already invested in companion animals.

Putting ourselves and our pets out in the community — and having them stay there — works. Unlike adoption events, permanently locating pets in these NACs means potential adopters can visit any time during store hours. It also helps steer potential adopters to our main shelter and other centers, where they can meet even more pets.

While our Milpitas Animal Community Center will continue to be the hub for all our activities, we hope to expand our reach to more NACs. Since the initial opening of the West San Jose NAC in PETCO in 2008, we not only have seen 40% more adoptions at the NACs, but a rise in adoptions in Milpitas. So we've actually expanded our reach, rather than just shifting adoptions from one location to the other.

The statistics of how well NACs work is impressive. But behind each one of those statistics is a life saved, like Coach, which is what it's all about. Thanks for making this all possible.



Your Generosity Continues to Astound Us!

Our ability to operate Neighborhood Adoption Centers (NACs) wouldn't exist without the partnership of our caring community. It is only with generous pledges from grantors and individuals that we can set up, staff and run these satellite adoption centers.

Recently, Humane Society Silicon Valley was the recipient of a generous pledge of \$200,000 over four years, from a young couple in Silicon Valley who wishes to remain anonymous. As early supporters of our Trap-Neuter-Return (TNR) efforts from 2009-2012,

they came to understand that in order to save more lives we must focus on quickly finding homes for every animal that is saved.

Making adoption programs accessible is critical. Their generous gift was specifically for Adoption, Alternative Placement and Pet Retention Programs through our NACs.

If you'd like more information about making a gift for something close to your heart, please contact our Director of Development for Major Gifts, Amy Winkleblack, at 408-262-2133, ext. 144.



Volunteers Are at the Heart of What We Do

Saturday is a dog day in the best way possible. While adoptable cats stay at the Mountain View Neighborhood Adoption Center in PetSmart all the time, the adoptable dogs only come for a few hours on weekends. When our transfer van pulls in front of the PetSmart, volunteers Rod Ngai and Janet Gee are already waiting on the sidewalk.

Like a well-planned ballet, the action starts the minute the van doors open. Staff Customer Care Associate Jessica checks in with PetSmart management, while volunteer Kevin Williamson unloads the dogs from their air-conditioned crates. First out of the van is Bert, an exuberant 11-month-old basset hound. This is Bert's second appearance at this NAC, and he bays in anticipation.

Kevin hands Bert's leash to Rod. Like a shot, Rod and Bert take off across the parking lot, burning off some



Kevin Williamson, volunteer, and Lauren Wickman, Customer Care Manager, help get Bert ready for his big day!

of the floppy-eared dog's energy and giving him a potty break after the ride.

Sprite, a scruffy terrier mix, is bouncing in her crate. As Kevin wrangles a leash on her collar, she pulls to the door where Rod's wife, Janet, is waiting. Wordlessly, Janet takes charge of the little white dog and they take off across the parking lot as well.

For the four hours the dogs are at the NAC, Rod and Janet will be their advocates, playmates and babysitters. In addition to potty walks, they'll be the people who introduce the dogs to potential adopters and talk up their strong points. "It's a lot more work," Janet says, "but it's more satisfying in some ways."

Inside the store, Jessica has set up pens with blankets, toys and a stool in each. Janet settles Sprite into one with some toys. A young couple has been drawn over to the neighboring pen where Rod sits with Bert. As Bert busily piles stuffed animals up next to him, Rod answers questions about Bert's age and background.

Prior to the opening of the new NAC, Janet and Rod had volunteered with us for two years, as dog socializers at our Animal Community Center in Milpitas. It was their impressive dog-handling skills that made them a natural match for the NAC positions. For Janet and Rod, the NAC is much closer to their home and they like

Matching Gifts



Many employers sponsor matching gift programs and will match charitable contributions made by their employees. Requesting a matching gift from your company is a simple way for your gift to go a long way in supporting our life-saving mission. Learn more at hssv.org/donate/donate_workplacegiving.html

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the challenge of the additional duties. Since the inception of the dog adoption program there, they've faithfully worked one weekend day a month. "We missed one weekend for something" said Janet. "But aside from that, we've been here."

"For Janet and Rod, the NAC is much closer to their home and they like the challenge of the additional duties."

In the future, dogs will be a permanent feature at all of our NACs. Instead of commuting back and forth, they'll be housed at the Mountain View Neighborhood Adoption Center in PetSmart as they are at our West San Jose NAC in PETCO. Versatile, trained volunteers like Janet and Rod will be in even greater demand as they take on the role of caretakers, advocates, exercise buddies and adoption counselors.



Bert, practicing his "love me because I'm so adorable!" look for the crowd.

As the day progresses, Bert and Sprite shine. They revel in the attention from passersby, the frequent outdoor potty breaks and the one-on-one attention of Janet and Rod. These two dogs are having the best day ever. We couldn't ask for better ambassadors, human or canine.

Parker's Birthday Wish

Ace student, wiz on the soccer field and orange belt in Tae Kwon Do — fourth grader Parker Simon is the kind of kid any parent would be bursting with pride to claim. But when Parker and his mom, Kim, visited our Animal Community Center in August, it wasn't his athletic prowess or smarts Kim was proud of. It was his huge heart.

"I just really wanted to help the dogs and cats."

For his ninth birthday, Parker had a party. A pretty common way to celebrate such a milestone. But Parker put a twist on his party: in lieu of presents, he asked his friends to make a donation to Humane Society Silicon Valley.

Instead of spending the week after his birthday playing with new toys, Parker visited us to present a check for \$400, his combined birthday present donations.

The Simons share their home with a 6-month-old Bernese Mountain dog and Oscar, a cat, they adopted from us.

"I just really wanted to help the dogs and cats," Parker said. He's already talking about doing it again next year. Little brother Brady is thinking about getting in on the action when his birthday rolls around as well. Now those are some cool kids.



Parker gets a thank you kiss from puppy, Lia.