



# 2011 Annual Report



Second Chance Cocker Rescue

**Message from the President:**

2011 brought changes to Second Chance. We now are focused entirely on Cocker Spaniel rescue, and a newly formed group, PurrChance, is now taking care of the cat rescue. This change and your support allowed us to increase our Cocker adoptions by almost 100%. Last year we placed **102** dogs, supported **32** more in our Sanctuary program, and currently have **20** in foster care. That's **154** sweet Cocker Spaniels that literally might not be alive today had you not been willing to help give them a second chance. We hope you share our pride in that achievement.

Each year most of our resources are spent for the medical care of our rescued Cockers. In 2011 that amount was **\$104,557** (91% of our funds) and included several expensive procedures which gave our dogs a much greater chance of finding a good forever home and increasing their quality of life. Here are some examples of the difference your dollars have made: **Reggie** has resumed his "fetch" career after his cataract surgery and found a wonderful home with his foster parents Marcy and Bill. **Mr. Marvin** (now known as Gus), found huddled next to the body of a pack mate, nearly starved, and totally abandoned, continues to recover from his experiences in a new and caring home. **Jerry**, whose sight was saved by surgery, is now in a home where he does fun things like go to the beach, no longer afraid that he will be lost and alone. Thank you for helping to make these and so many other happy endings possible.

In 2012, in addition to continuing and hopefully growing our adoption, sanctuary and foster efforts, we plan to become an easily accessible, trustworthy source of information about Cocker-specific issues and breed rescue. By expanding our internet presence and more effectively using social networking tools, we can provide more timely communication about issues and specific cases which we know are of interest to you. With greater outreach to the rescue community and increased value to our Second Chance family, we will continue our goal to save more dogs every year.

Best wishes for a wonderful 2012 and **Thank You** for being such an important part of the Second Chance family.

Sincerely,

  
Elizabeth Mazzetti, President

Table of Contents

Mission Statement: .....4  
Brief History of the Organization .....4  
Board of Directors .....4  
Volunteers.....6  
Veterinarians .....7  
Adoptions and Sanctuary Placements.....8  
Our Programs .....9  
Events ..... 10  
Financial Report ..... 11  
    Top Ten Major Contributors 2011  
    Profit and Loss Statement ..... 12  
Long Term Goals ..... 14

## Mission Statement:

To find loving homes for cocker spaniels in need.

We are an all-volunteer, foster-based cocker spaniel rescue group. Our representatives are based in Santa Barbara and Sacramento and cover the state of CA. We provide medical care, spay/neuter, micro chips and vaccinations for our foster dogs. We will help you select the right for your family and lifestyle.

## Brief History of the Organization

SCCR was founded on July 23<sup>rd</sup>, 2003 by Elizabeth Mazzetti and Melody Acres as a cocker spaniel breed rescue. We rescued and found homes for 50 dogs our first year. In 2007 Joann Reagan from Sacramento joined the organization allowing us to expand to northern CA. In 2009 Carolyn Graham from Romoland joined SCCR expanding us into Southern CA. In 2010 Jim and Lynda Geidl of Antioch joined SCCR adding Bay Area communities to our focus. We do not have a facility. All our animals are housed in foster homes. We pull animals from Sacramento, Kern County and other central valley shelters; also San Luis Obispo, Santa Barbara, Ventura and other central and southern county shelters as well as south and east San Francisco Bay shelters when possible. We will take in owner relinquishments if we have room but we prioritize animals at risk first.

## Board of Directors

Our board of directors is comprised solely of volunteers. We have no paid positions.

**Elizabeth Mazzetti:** Ms Mazzetti is a SCCR founder and has served as president of SCCR since inception. She is the cocker representative for Southern California. Active in the rescue world, she previously served five years as president of Bunnies Urgently Needing Shelter, the rabbit rescue group serving Santa Barbara County Animal Shelter. Professionally she got her degree in Computer Sciences and is a retired software engineer and project manager for high tech companies.

**Joann Reagan:** Ms Reagan is the Vice President and the SCCR cocker representative for Northern California. Joann joined SCCR in 2007. She has been a volunteer at the Sacramento SPCA for over 10 years providing training and mentoring to new volunteers. Joann received a Humanitarian award in 2003 for her volunteer work at the Sacramento SPCA. Her 20 year career in U.S. Probation involves budget management, property management and procurement for the Eastern District of California ranging from Redding to Bakersfield.

**Donna Sarasin:** Ms Sarasin is the SCCR Treasurer and bookkeeper. She is a Staff Accountant/Full Charge Bookkeeper with Accountable Services, where she has been since 2004. Her expertise included financial statement preparation and payroll administration. Ms. Sarasin received a Bachelor of Science in Business Administration with a concentration in Accounting from California Polytechnic

University San Luis Obispo in 1991. Ms. Sarasin is a QuickBooks Certified Pro Advisor.

**Carolyn Graham:** Ms. Graham owns and operates a kennel for rescue dogs, which she has done for the past 4 years. Prior to that, she was CFO and Business Manager for an architectural firm in San Diego for 18 years. Ms. Graham has been involved in dog rescue for more than 20 years, first in San Diego County and now in Riverside County. While doing dog rescue in San Diego, she established lost and found programs in residential areas to help keep the dogs within their own communities and out of shelters. She is new to SCCR this year but been a long time associate.

**Lana Moffitt:** Ms. Moffitt is a longtime member of the Sacramento SPCA and contributor to various animal welfare organizations. She received her degree in Communications and Public Policy from the University of California, Berkeley. She retired after a 30 year career managing technology organizations. Her last position was Director of Information Resources which was the primary provider of technology services for the U.C. Davis campus. She adopted a cocker from SCCR in 2008 and began volunteering in Northern California in 2010.

**Michaeline Veden:** Ms. Veden is a Sacramento based award winning video producer, project manager and event planner. She has traveled internationally to Israel, Belgium, Thailand, Laos, Vietnam and China developing instructional materials and providing professional development for University faculty. In January 2009 she joined the Second Chance family when she adopted Polly and Sammie from our Northern California group. Ms. Veden has worked at California State University, Sacramento for over 30 years and is currently the Executive Producer for Sac State Creative Services. She brings to the Second Chance Board her experience in organizational identity and branding, marketing, and grant writing.

## Volunteers

We have no paid staff. Our volunteers do all the work and they are amazing. The work they do falls into many areas. They perform administrative and technical duties. They retrieve cockers from shelters, transport them, aid in their evaluation and medical care, provide temporary homes for them, introduce them to potential adopters at mobile events, conduct home safety checks, and follow up post adoption to ensure all issues are addressed. All our special events are planned and executed by this group including the food preparation. They are dedicated to our mission of saving cocker spaniels and our expanded success is the result of their efforts.

### **Southern California**

Melody Acres  
Cheryl Acres  
Vicki Adams  
Suzan Andrews  
Barb Andrews  
Gilbert Anema  
Janice Await  
Richard & Alexis Baker  
Elizabeth Ball  
Elea Bailey  
Carrie Becker  
Debbie Boles  
Mary Buzzell  
Amy Canzano  
Mark & Holly Carmody  
Helen Deshler  
Aruna Fazel  
Ron & Mary Fitzgerald  
Alicia O. Flores  
Andrea Frick  
Jennifer & Robert Fryoff  
Mary George  
Sally Graham  
Elisabeth Greenwald  
Coral Hansen  
Carly Hansen  
Brittany Harris  
Myndi Hegeman  
Joanne Horton  
Tyler Jackson  
Sheri & Frederick Johansen  
Barbara Johnson  
Martha Karijanto  
Pam Kelly  
Heather Kiger  
Anna Marie Kirkham  
Sue Kroyer  
Susan LeRoy

Lisa Levenstein  
Mary Levesque  
Phi Luong  
Diana Maenhout  
Charlene Maltzman  
Christina Matanick  
Ann Meade  
Erin Mitchell  
Katy Ogan  
Audrey Palmer  
Rosalind Pfeffer  
Amy Reynolds  
Shannon Rogers  
Trudy Sandusky  
Al & Linda Schafer  
Ann Summers  
Gina Sunseri  
Alara Tiernan  
Monique Waite  
Kathy Web  
Kelly Wright

### **Northern California**

Sharilyn Cabalera  
Robyn Cass  
Eduardo Cervantes  
Shirley Davis  
Shari Dearing  
Lisa Marie Dias  
Pat Elder  
James & Lynda Geidl  
Jim Hill  
Robbie King  
Dena Larkin  
Penny Loetterle  
Bill Lorfing  
Clark Marshall  
Cathy Mazur  
Fiona Noah  
Peggy Pace  
Valerie Northridge  
Kimberly Sarinana  
Mary & Michael Young

## Veterinarians

We have a wonderful team of veterinarians who work with us to ensure that each animal is given the best possible care before they are placed in their new homes. We are very selective about who we work with and appreciate the dedication, generosity and skills of every clinic.

*Carpinteria Veterinary  
Carpinteria, CA 93013,  
805 684-3617*

*Animal Wellness Center  
Davis, CA 95618  
530-756-7387*

*Orcutt Veterinary Hospital  
Santa Maria, CA 93455-5070  
(805) 938-5362*

*Placerville Vet Clinic  
Placerville CA  
530-622-3943*

*Cambria Animal Medical Center  
Cambria, CA 93428  
805-927-7000*

*Atascadero Pet Hospital  
Atascadero, CA  
805-466-3880*

*Animal Eye Center  
Rocklin, CA 95677  
916-624-4364*

Every dog will be spayed or neutered, tested, micro-chipped and have any existing medical condition treated before they are adopted. We spent an average of \$800 on every dog that came in during 2011.

### Cost for typical medical procedures

Vet. exam	\$50
Spay/neuter	\$65/\$85
DHLPP	\$10
Rabies	\$10
Micro-chip	\$36
Heartworm tested*	\$48
Dental	\$300-\$900
Mammary tumor &/or suspicious mass removal	\$200-\$2,000
Cherry eye correction**	\$400-500
Cataract removal***	\$1000-\$2000 per eye

\*All dogs in heartworm areas are tested before adoption

\*\*This is needed with increasing regularity.

\*\*\*Gratefully infrequent but essential for sight if needed

## Adoptions and Sanctuary Placements

At any one time we have approximately 25-35 adoptable cockers and 25 sanctuary cockers in our foster homes. 2011 continued the unfortunate trend of increased numbers of dogs in shelters needing rescue. We were able to increase our adoption rate this year by conducting mobile events in various venues at least semi-monthly and by using Adopt-a-Pet as well as Petfinder to “advertise” our available dogs. Facebook and our website were used to spotlight particularly critical cases.

<b>Year</b>	<b>Dogs adopted</b>	<b>Dogs In Sanctuary</b>
2003	12	2
2004	53	9
2005	45	12
2006	49	15
2007	73	15
2008	65	16
2009	68	16
2010	54	22
<b>2011</b>	<b>102</b>	<b>32</b>
<b>Total to Date</b>	<b>521</b>	<b>62</b>
<b>Projected for 2012</b>	<b>125</b>	<b>35</b>

<b>Year</b>	<b>Website Views</b>	<b>Website Views/Day</b>	<b>Facebook Postviews</b>	<b>Facebook Feedback</b>
2011	31,754	124	120,601	1,842

## Our Programs

**Cocker Adoptions:** We mainly pull cockers from the Sacramento, Kern County and other central valley shelters; also San Luis Obispo, Santa Barbara and the Ventura county shelter in central California as well as shelters in the San Francisco Bay Area. We will take dogs from other shelters if we have the space. We will also take in owner surrenders if we have an opening. All dogs are temperament tested, given a vet check, micro-chipped, vaccinated, spay/neutered and given any medical care or behavior training needed before the dogs are adopted. This can run to the hundreds or thousands of dollars per dog.

**Sanctuary Program:** If we get dog who is 12 years or over or has a severe medical problem that will make him difficult to adopt out then we will put the dog into our sanctuary program where they will live out their lives in a permanent foster home where we pay for all medical care. We now have 30 dogs or more in Sanctuary at any one time.

**Cocker Placement Service:** We offer a placement service for people who need to find a new home for their cocker when we don't have an open foster. We require that the dog is spayed or neutered, current on his vaccines and has seen a vet in the last 4 months. We will meet and evaluate the dog. Post his picture on our website, screen the calls and handle the adoption. They must provide a home for the dog while we are looking for an adopter.

## Events

**Monthly Adoption Event:** at Unleashed by Petco in Sacramento on the first Saturday of every month.

**Monthly Adoption Event:**--Monthly mobile adoption event at PetSmart on Bidwell in Folsom every third Saturday of the month.

**Cocker Reunion Picnics**—Annual fundraiser sponsored by SCCR held in Carpinteria (July) and Sacramento (June)

**Street Faire Fundraiser:** held in February at the Pet House in Goleta

**Weekly Adoption Event:** held at the Pet House in Goleta August through October

**Holiday Street Faire Fundraiser & Adoption Event**—held in December at the Pet House in Goleta

**Dog Days of Summer** –Annual mobile adoption and community awareness event held in Sacramento hosted by Green Acres Nursery in August.

**Morris Animal Foundation K9 Cancer Walk** – Annual community awareness and adoption event held in April at Elk Grove Regional Park

**Doggie Dash**—Annual fundraiser and adoption event held in June at William Land Park by the Sacramento SPCA

**Pet-a-Palooza**— exhibitor at a celebration of our love affair with pets held in June at Rusch Park, Citrus Heights

**Woofstock**—adoption event, fundraiser, and coming together of dog lovers held in August at Johnson-Springview Park in Rocklin

**Barktoberfest**—adoption event and fundraiser held in October by the Placer County SPCA

**Halloween Photo Shoot**— fundraiser and adoption event at Unleashed by Petco, Sacramento, in October

**Santa Claws Photo Event**—fundraiser and adoption event held in December at Petsmart in Folsom

## Financial Report

Due to the depressed economy there continues to be an increase in the number of cockers needing to be rescued from shelters and requiring placement when their owners can no longer care for them. Donations and the volunteer efforts of our loyal SCCR family have increased despite the economic situation as the understanding of our challenge is better understood.

### Top Ten Major Contributors 2011

<b>Elizabeth &amp; Mike Mazzetti</b>	\$7600.00
<b>Elisabeth Greenwald</b>	\$5097.20
<b>Lana Moffitt</b>	\$4505.00
<b>Grace Jones Richardson</b>	\$3000.00
<b>Hazel &amp; Jim Hill</b>	\$2100.00
<b>Philip Brown</b>	\$1500.00
<b>Janice Awalt</b>	\$1350.00
<b>Marilyn Gray-Raine</b>	\$1150.00
<b>Diane Maenout</b>	\$1050.00

## Profit and Loss Statement

### January - December 2011

#### Income

4101 · Adoption fee		30,840.00
4102 · Donation		71,834.50
4103 · Fundraiser		
4103.14 · Street Fair	1,116.00	
4103.1 · Auction	28.31	
4103.11 · SCCR Picnic Proceeds	<u>7000.00</u>	
Total 4103 · Fundraiser		8,144.31
4104 · Grants		<u>3,000.00</u>

**Total Income** **113,818.81**

#### Expense

6000 · Animal Expenses		
6010 · Medical		102,335.40
6020 · Grooming		121.00
6030 · Transportation		40.00
6040 · Food and Equipment		1,670.98
6060 · Dog/Cat Boarding Fees		190.00
6050 · License and Fees		<u>200.00</u>

**Total 6000 · Animal Expenses** **104,557.38**

#### 6300 · Fundraising

6308 · Fundraising Consulting	588.16
6306 · Annual Picnic	3,063.38
6303 · Newsletters	<u>1,530.67</u>

**Total 6300 · Fundraising** **5,182.21**

#### 6600 · Administrative Expenses

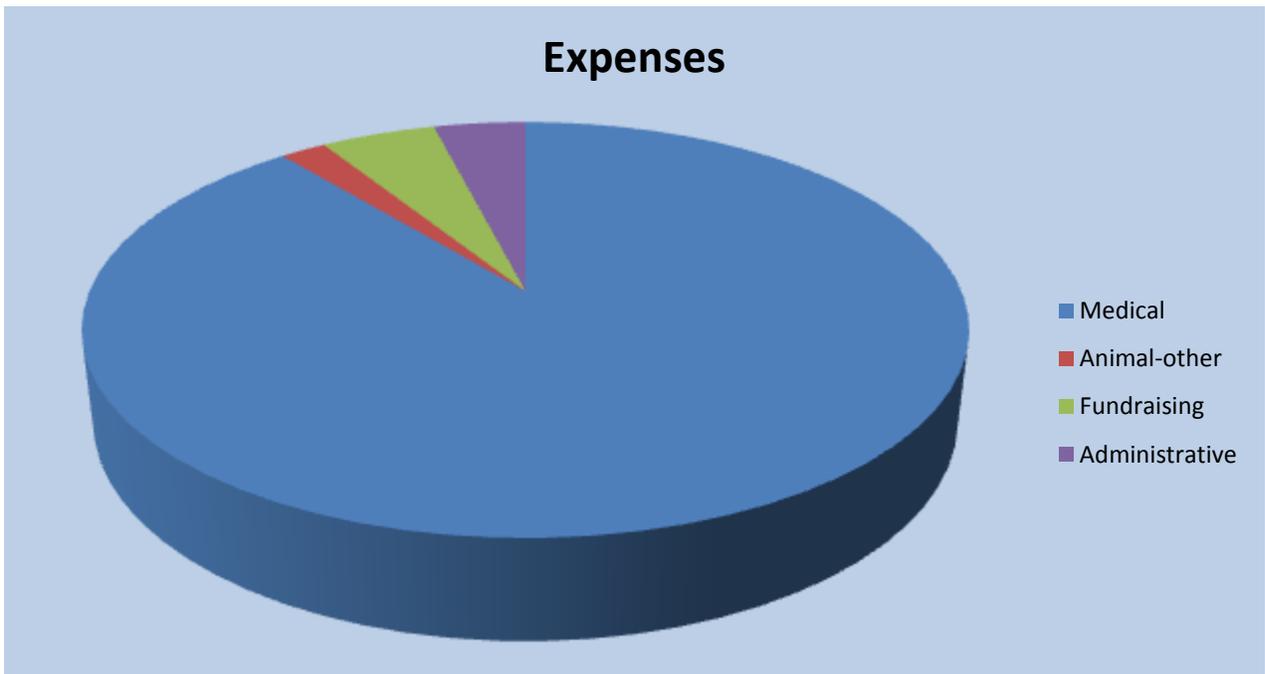
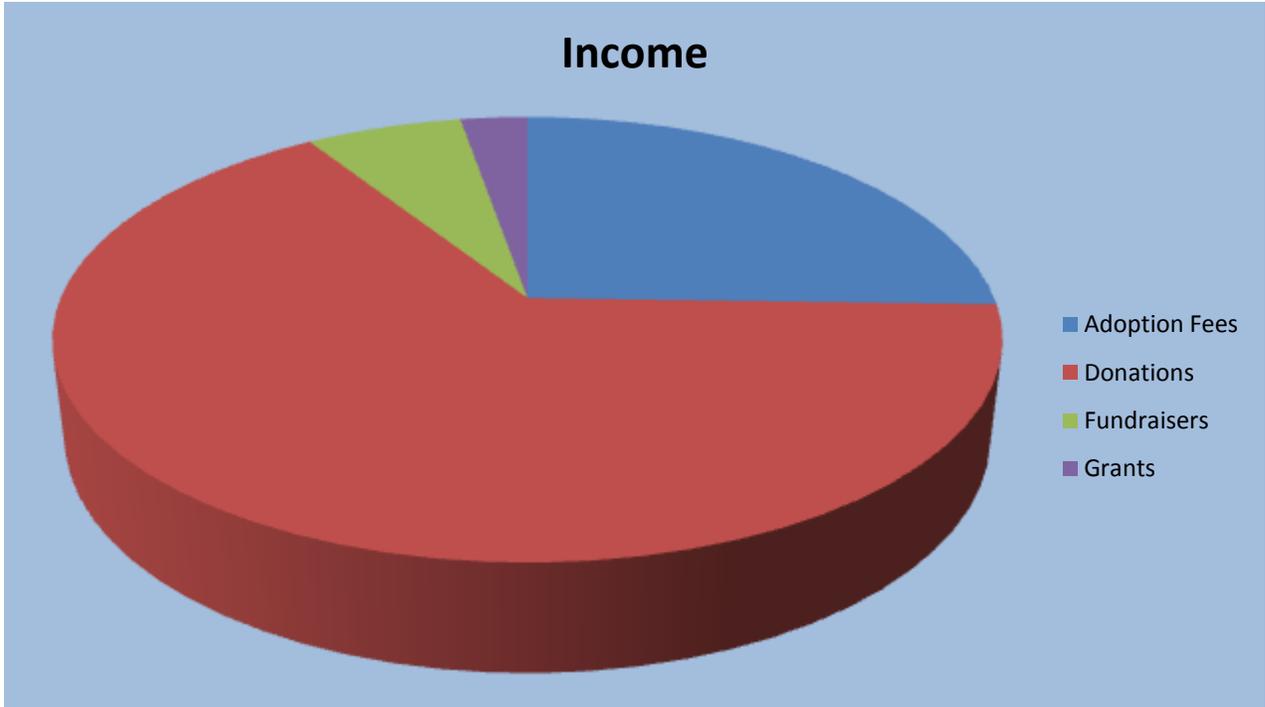
6625 · Accounting Fees	320.00
6610 · Advertising	304.75
6620 · Bank and Interest Charges	
6621 · Finance Charge	2,086.47
6622 · Credit Card Merchant Fees	81.87
6623 · Paypal Fees	209.36
6624 · Bank and NSF Fees	<u>59.33</u>
Total 6620 · Bank & Interest Charge	2,437.03

6640 · Office supplies	518.91
6645 · Gasoline	69.89
6700 · Liability Insurance	811.24
6650 · Postage & Shipping	157.60
6660 · SCCR Licenses and Fees	25.00
6690 · Website	<u>229.45</u>

**Total 6600 · Administrativie Expenses** **4,873.87**

**Total Expense** **114,613.46**

**Net Income** **-794.65**



## Long Term Goals

- Expand our ability to rescue and rehabilitate cocker spaniels from California shelters by improving our outreach to the rescue community and growing our SCCR family of supporters.
- Expand and mature our fundraising strategies to support our rescue goals.
- Expand and make more effective our use of the internet and social networking tools to increase awareness of cocker spaniel issues, our organization, and the challenges we all face.
- Develop a cocker spaniel foster home base with sufficient knowledge of breed health and behavioral issues to allow for rescue of the most challenged dogs.
- Add value to our SCCR family members by becoming a reliable source of information on the breed.
- Support Ventura County in their goal towards a no-kill county animal shelter by accepting and adopting out as many Cocker Spaniels as possible from that county.



# Second Chance Cocker Rescue, Inc.

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