

Where to go for additional information:

Mayor's Alliance / Maddie's Pet Adoption Festivals

<http://www.AnimalAllianceNYC.org/events/alliance.htm>

Mayor's Alliance Low-cost Microchipping Clinics

<http://www.AnimalAllianceNYC.org/events/microchipping.htm>

New York City Dog Licensing Information

<http://rational-animal.org/DogLicensing/>

Low-cost Spay/Neuter Resources in New York City

<http://www.AnimalAllianceNYC.org/services/spayneuter.htm>

Maddie's Spay/Neuter Project in NYC

<http://www.AnimalAllianceNYC.org/services/maddiessnp.htm>



The Pet Rescue Foundation

The Mayor's Alliance for NYC's Animals is powered by Maddie's Fund®, The Pet Rescue Foundation – a family foundation funded by PeopleSoft and Workday founder Dave Duffield and his wife, Cheryl – to help create a no-kill nation. Maddie's Fund is named after the family's beloved Miniature Schnauzer who passed away in 1997.

For more information, visit www.maddiesfund.org.

A copy of Mayor's Alliance for NYC's Animals' latest annual report may be obtained, upon request, from Mayor's Alliance for NYC's Animals or from the New York State Attorney General's Charities Bureau, Attn: FOIL Officer, 120 Broadway, New York, New York 10271.



Save a Life!
Adopt a Little New Yorker
Today![®]
How You can Help

ADOPT your next companion animal from a shelter or rescue group.

Visit www.AnimalAllianceNYC.org to meet some of the animals available for adoption.

DONATE to your local shelter or rescue group, or to the Picasso Veterinary Fund of the Mayor's Alliance for NYC's Animals.

VOLUNTEER your time and talents with the Mayor's Alliance or a participating shelter or rescue group.

For a comprehensive directory of Alliance participating organizations, visit www.AnimalAllianceNYC.org.



Mayor's Alliance
for NYC's Animals

To make a charitable contribution to help the animals, or for more information, please contact us:

Mayor's Alliance for NYC's Animals

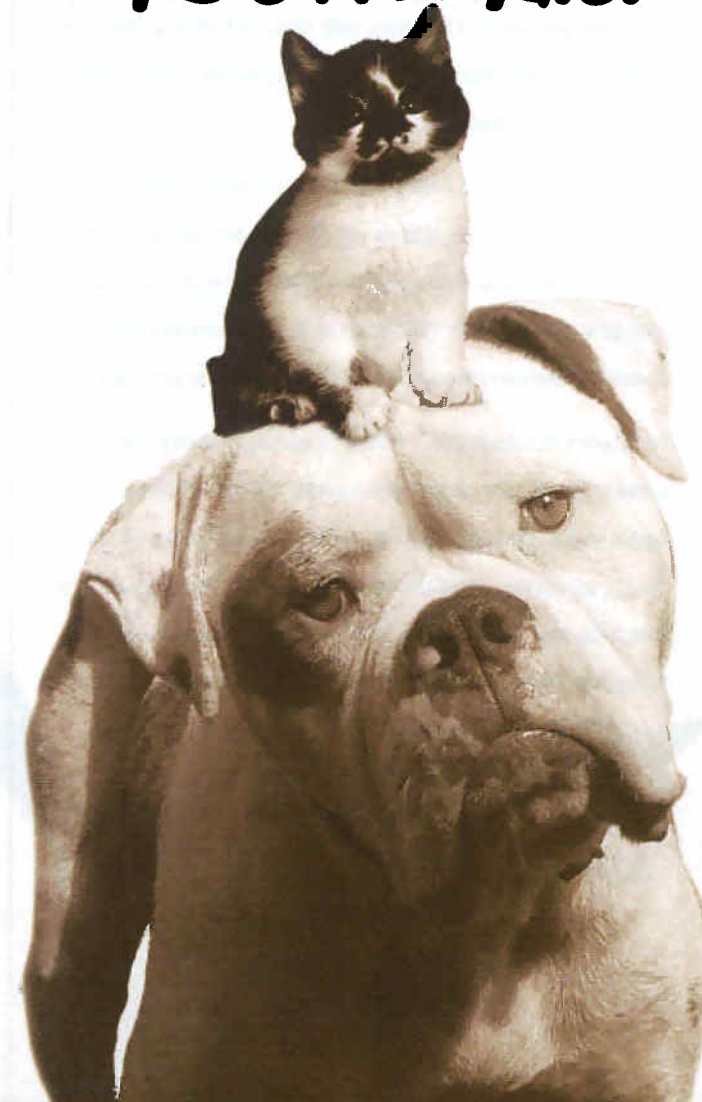
244 Fifth Avenue Suite R290 New York, NY 10001

Tel.: 212-252-2350 Fax: 212-591-6383

Email: info@AnimalAllianceNYC.org

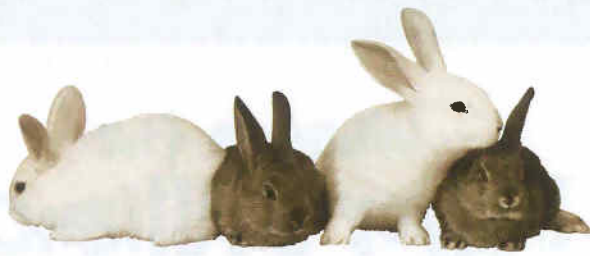
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What is the Mayor's Alliance for NYC's Animals?



www.AnimalAllianceNYC.org

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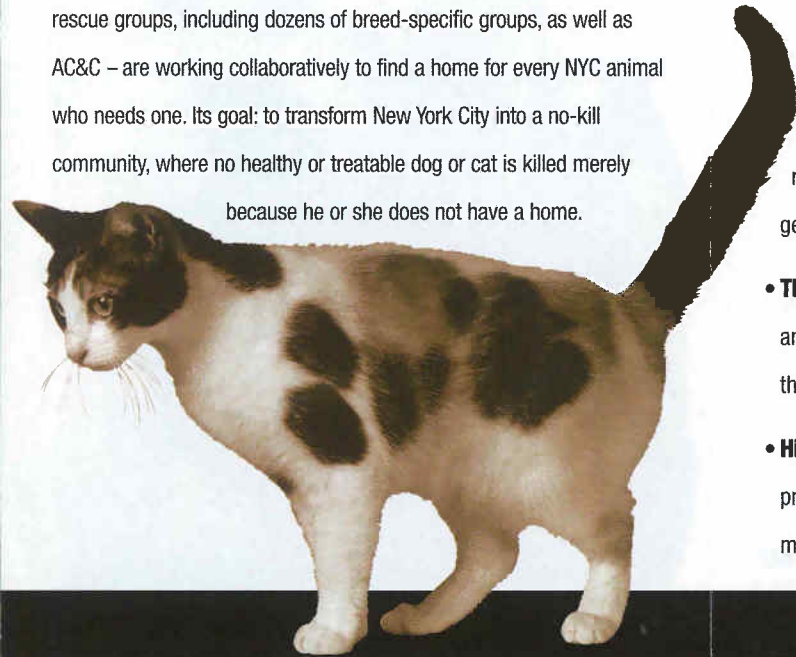


Possibly the Best Hope for NYC's Homeless Animals

Each year, thousands of homeless cats, dogs, and other animals are euthanized at New York City shelters for the painfully simple reason that they have no place to go.

While it's true that NYC's Animal Care & Control (AC&C) seeks to find homes for as many of the animals arriving on its doorstep as possible, good homes cannot be found quickly enough. As a result, thousands of animals are euthanized to make room for the new homeless and abandoned animals coming into the NYC shelter system every day.

The Mayor's Alliance for NYC's Animals is working to change that scenario. Its 100-plus member organizations – animal shelters and rescue groups, including dozens of breed-specific groups, as well as AC&C – are working collaboratively to find a home for every NYC animal who needs one. Its goal: to transform New York City into a no-kill community, where no healthy or treatable dog or cat is killed merely because he or she does not have a home.



A Strategy for Success

The Mayor's Alliance is committed to:

- Increasing the number of pet adoptions;
- Decreasing animal homelessness;
- Raising public awareness of local shelter and rescue organizations and their animals; and
- Strengthening NYC's existing efforts and resources.

To achieve success, the Mayor's Alliance formed a public-private partnership with the City of New York to develop creative solutions to deal with issues of animal care and control in New York City. It employs strategies that have helped other communities reduce or eliminate unnecessary euthanasia, as well as initiatives specifically designed to address the accessibility and logistical challenges that are unique to NYC. Among them:

- **Collaborative adoption events** in NYC parks and other popular venues bring animals for adoption to the people in pleasant, positive surroundings. Each adoption event features a low-cost microchipping clinic, an onsite veterinarian, and other pet-related specialists to answer questions from adopters and the general public.
- **The Mayor's Alliance transport van program** transports cats and dogs out of AC&C shelters to other member organizations that will find them new homes.
- **High-impact advertising** and public service announcements promote shelter adoption, spay/neuter, dog licensing, microchipping, and more.



• **The Picasso Veterinary Fund of the Mayor's Alliance for NYC's Animals** provides financial assistance to help pay for extraordinary life-saving medical treatment for AC&C animals transferred to other member groups for adoption.

• **Spay/neuter promotion**, including the Maddie's Spay/Neuter Project in NYC. The Mayor's Alliance is working with the Veterinary Medical Association of NYC to administer this program, powered by Maddie's Fund, that provides low-cost spays and neuters to pets of NYC residents who have a Medicaid card.

Alliance Member Coalitions Tackling Specific Tasks

The New York City Feral Cat Council (NYCFCC) and Feral Cat Initiative involve Alliance member groups committed to caring for NYC's tremendous feral cat population and humanely reducing their numbers through trap-neuter-return (TNR) programs.

The New York Breed Rescue Network (NYBRN) includes scores of rescue organizations dedicated to specific breeds – to provide people with more options in adopting their next purebred pet instead of acquiring one from a backyard breeder, puppy mill, or pet store.

Transforming NYC into a no-kill community poses tremendous challenges to the people and organizations that have committed to this mission. But it is a goal that is attainable, and well worth the effort for the thousands of animals whose lives will be saved.

To learn more about the Mayor's Alliance's mission and programs, and how you can participate in our success, please visit the Mayor's Alliance for NYC's Animals web site at: