

PETS MISSION

To significantly reduce the number of homeless animals through public awareness and the provision of adequate sanctuary, to passionately promote adoption, to implement an accessible sterilization program, and to provide painless euthanasia when necessary.

PETS DIRECTORS

Mike Burleson
Jean Douglas
Paula Kuta
Jennifer Lee
Frances Whiteside
Doug Young

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Doug Young

Vice-President
Jennifer Lee

Secretary
Frances Whiteside

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Tiffany Jacobson

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Richard Klein

Shelter Visitation
Mitch & Paula Kuta

Fundraising
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Frances Whiteside

Major Gifts
Cris Neeld

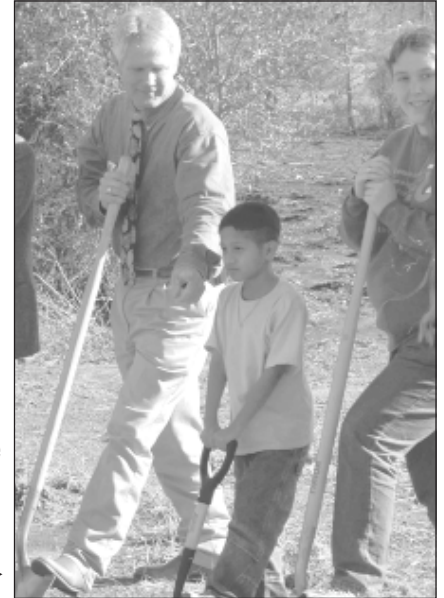
Rescue
Mitch & Paula Kuta

HIP, HIP, HOORAY!

PETS meets AND exceeds \$40k goal

What a great feeling we shared at the groundbreaking when the \$40,000 goal was topped! This happened because of each one of you. PETS has received donations from individuals and businesses in Bedford, Bullard, Dallas, Flint, Frankston, Houston, Jacksonville, Nashville (TN), Petaluma (CA), Rusk, Sugar Land, Tyler, and Waco, with a \$1,000 donation from Jacksonville newcomers Molly and Jeff Jarrett sending us over the top. We count each individual, couple, family, or business as one unit — and we've just gone over 300 units. You're in good company!

Dr. James Wright, from the Texas Department of Health, turns a spade with student fundraisers from Jacksonville and Rusk schools at groundbreaking



New Residents Underwrite Surgical Room

What an incredibly "suite" gesture!

When Molly and Jeff Jarrett moved to Jacksonville in November to open a dental practice, they immediately immersed



themselves in PETS activities. We knew they were animal people because of blue-eyed Angel, an Aussie/Lab mix, and Toby, Chad, and Jenny, the most recent in a series of over two dozen greyhounds the Jarretts have rescued.

The Jarretts' third contribution to PETS has been made in memory of their late son, Kevin, who loved animals as they do. Jeff and Molly are underwriting the \$12,000 needed for a complete surgical suite in the Richard D. Klein Animal Shelter to be used for spay/neuter procedures and minor surgeries for animals awaiting adoption. The room will be designated the Kevin Jarrett Surgical Suite.

Thanks, Jeff and Molly! PETS is very fortunate to have you in Cherokee County!

Wine and Dine Your Valentine

for the Klein Shelter!

**A Wine & Cheese Affair
Friday, Feb. 14 • 6:30 - 8:30
Home of Jeff & Sissy Austin**

Watch the mail for an invitation to fun-raise on the evening of Valentine's Day with PETS! Jeff and Sissy Austin are opening their home to raise funds and friends for PETS. The charge will be \$50 per couple or \$30 per individual. Sadler's Kitchen will cater. Those of you who missed the initial wine & cheese held in November 2002 at Julie Duren and Tim Smith's house should come — folks had fun! (Hey — how often do you have fun at a fundraiser?)



INTRODUCING CLEO'S FUND...

One tiny terrier inspires a mighty memorial

Have you ever wanted to express sympathy to a friend who is grieving for a deceased pet but didn't know quite how to do this? When you'd like to do a bit more than say, "I'm so sorry for your loss," you can now send a small donation to PETS for Cleo's Fund.

Cleo was a beautiful, loving West Highland terrier whose tragic death in 2000 motivated her human, Jennifer Lee, to call a meeting of persons interested in animal welfare. From that first meeting came the group we have today that is building a humane shelter for Cherokee County.

When you send your donation to Cleo's Fund (same place: 300 Commerce

Street, Jacksonville 75766), please share the name and description (dog? cat? other?) of the pet you are memorializing and the name and address of the humans the animal left behind when it crossed the Rainbow Bridge. We will send a postcard to those persons with a copy to you.

The postcard will bear a likeness of Cleo drawn by Helen Clevenger, known to many as the grooming artist at Serena's Pet Care, who has repeatedly donated her skills to PETS. Helen gave her original pen-and-ink drawing to Jennifer and Rob Lee, Cleo's humans.

Upon opening of the Richard D. Klein Animal Shelter, PETS hopes to offer

larger types of memorials, perhaps a sidewalk brick or a dog run, for owners themselves to purchase

as a permanent memorial. Cleo's Fund is for friends saying to friends, "We understand your loss."

The current directors of PETS have not specified a purpose for Cleo's Fund. We will trust that the future directors will put the money to good use when an appropriate time comes.

The first animals memorialized were Max, a German shepherd who was a



member of George and Jean Douglas' family, and Charlie, a standard poodle whose smile brightened the lives of Tim Smith and Julie Duren.

DONATIONS MADE EASY

While we hope to have 100% PETS participation in Cherokee County, please remind your out-of-county family and friends that they, too, can donate at www.palswithpaws.com. The method is secure. All they need is an ATM or credit card.

At the request of ongoing contributors, monthly drafts can be set up on your checking account. Would you like to give \$5, \$10, \$25, or more to PETS each month but don't want the bother of writing a check and mailing it? By filling out minimal paperwork, you can authorize a draft on your checking account by Jacksonville Savings Bank or arrange an internal transfer within Austin Bank, as you prefer. We thank these institutions for offering this service at no charge to PETS.

Don't be a draft dodger...sign up!

We're not greedy...we're needy!

(and we'll be fundraising forever and ever!)

By receiving this newsletter, you've most likely donated to our cause. But you might want to pass this along to friends and family who haven't.

And okay, we admit it...we encourage double-dipping!

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

\$15 \$25 \$50 \$75 \$100 \$250 Other \$ _____

I would like to volunteer my time...please contact me!

*Your donation may be deductible to the extent permitted by law. Please consult your tax advisor.

Send the above form with your check payable to:
PETS 🐾 300 Commerce Street 🐾 Jacksonville, TX 75766
Or! Donate online with a credit or ATM card at:

www.palswithpaws.com

AND, MANY THANKS TO OUR *generous donors!*

Kathy Abbott
Jo Abernathy
Jim & Dian Adams
Mr. & Mrs. Roland Adams
Bob & Mary Alice Adamson
James B. Adamson
Adventure II Miniature Horse
Ranch (Zelwanda Hendrick &
Betty McLain)
John Alexander, D.V.M.
Allegiance Community Action
Team
John Ament
Mrs. Barnwell Anderson
Animal Medical Clinic
Anonymous (multiple
anonymous donations, many
in memory of pets)
Antiqued Floral & Gifts (Penni
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at East Side School
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The Work Basket (Edna Haberle)
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John Paul & Dolores Young
Mike & Annette Young
Jimmy & Tina Zednick
**List reflects donations
received as of 1/10/02. We
sincerely apologize for any
omissions or errors. If you
have donated but your
name is not included here
please call Frances
Whiteside at 903-589-8253.**



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Upcoming Events... (mark those calendars!)

FRIDAY • FEB. 14

Wine & Dine Your Valentine
at the Austin's (see cover)

SATURDAY • APRIL 5

Tee off for PETS at the
Cherokee Country Club
Golf Tournament

An Extra Scratch Behind the Ears To...



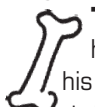
DANNY JOHNSON,

Jacksonville's sole animal control officer, who is doing the work of multiple ACOs in animal control and animal welfare



CINDY LORENZ, who has

singlehandedly rescued many animals from the current shelter



TIM SMITH, who lets PETS use

his address, his phone number, his photocopy machine, and his staff's time



DEE WILLIAMS, who managed

the groundbreaking event without once raising her voice



ONITA MAY and the staff of

the Hot Biscuit Family Restaurant, who set aside for PETS \$1 of every buffet lunch sold on groundbreaking day



WOODMEN OF THE WORLD, who

loaned their chairs for the groundbreaking



THE JACKSONVILLE CHAMBER OF COMMERCE, who loaned

groundbreaking shovels



ALL THE LOCAL MEDIA who helped

PETS meet the challenge grant by printing press releases, letting PETS representatives talk on their airwaves, and inviting PETS on their TV shows



HELEN CLEVINGER, who has drawn

a pen-and-ink portrait of Cleo for Cleo's Fund notices

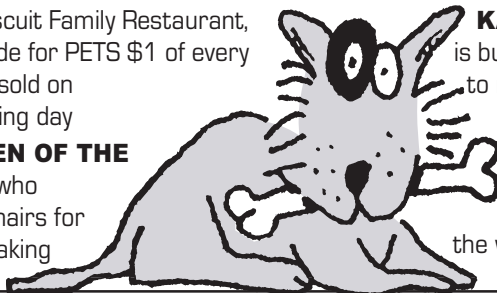


JANET MITCHELL, who is building a

database to maintain PETS' donor information and prepare mailing lists and reports — plus, she will write PETS' letters of thanks

KADI WHITESIDE, who

is building a stats database to maintain shelter statistics and prepare reports comparing 2003 with past years (they'll be posted on the website)



ATTENTION: EARLY RISERS

Turn on and tune in to the tube!



Tune in to **NBC-56** early morning news on

Wednesdays, **January 15 and**

22. Between 6:30 and 7 a.m.,

Frances Whiteside and a pet will be there to **talk about PETS.**

First up will be Ginger, the terrier PETS rescued last

August, with a

feline to follow on

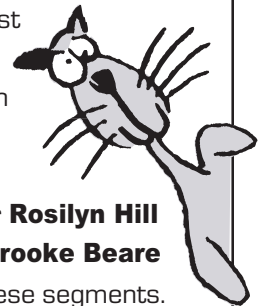
the 22nd. Many

thanks to the

show's producer **Rosilyn Hill**

and co-anchor **Brooke Beare**

for arranging these segments.



PETS Calls Meeting To Recruit An Army of Volunteers

F

Monday, January 20 • 5:15 p.m. • Jacksonville Public Library

or the Klein Shelter to be built "right the first time," with a cattery and runs for 50 dogs, the turnkey cost is estimated at \$250,000. We have \$160,000 as a result of the success with the matching grant. Thanks to Jacksonville Animal Care Society, a/k/a PAWS, and Dr. and Mrs. Jeff Jarrett, another \$25,000 is pledged and available, leaving \$65,000 for the rest of us to raise.

In 2002, PETS directors accepted all the basic tasks necessary to get an organization started. In 2003, it is imperative that these six people be freed of daily tasks to concentrate on other challenges: negotiating city contracts, managing and training shelter staff and volunteers, soliciting donors for major features (cages and runs, laundry, fencing, security lighting), and setting up policies and procedures for efficient operation of the shelter.

Many workers are needed in each area, but at least one facilitator is needed to organize efforts. Please step forward for the animals!

EDUCATION. Utilizing materials from the American Humane Association or other national groups, get information on animal welfare into the schools of Cherokee County. Solicit businesses to underwrite the cost of age-appropriate newsletters for the classes. A class' subscription to KindNews is only \$25! Surely there are businesses in the county that, if asked, would allot \$25 to send each child in a particular class a newsletter that would state on the cover "brought to you by [name of business]."

FUNDRAISING. What can your group do independently? A great example of a 2002 stand-alone fundraiser was Hawgs for Dawgs, which the biker clubs organized on their own. Car washes, benefit performances of plays, and tips day at a fast food restaurant are other examples. Use your imagination and creativity!

PUBLIC RELATIONS. Keep PETS in the forefront of the written press, radio, and television. Schedule our directors for regular follow-up appearances to keep the public informed. Promote national observances such as "Adopt A Shelter Dog" or "Adopt A Shelter Cat" weeks.






RESCUE. While we work for the future, don't forget the animals in our current shelter who will not survive to see the Richard D. Klein Animal Shelter. Visit the shelter to photograph animals that rescue groups might accept. E-mail pictures to the appropriate group. Set up transportation. Usually, the rescue group will meet a transporter halfway.

VIDEO PRODUCTION. Are you skilled with videography or editing? Help PETS tell the story of Hope and her puppies in a video that could be a moving education tool for PETS. (Hope is a gentle black Labrador retriever who was abandoned at the intersection of U.S. 79 and CR 747 a week before she bore her eight puppies. PETS is grateful to Louise and Mike Burleson, who rescued Hope before she delivered her litter.) This video would be a great project for a college class.


GRANT WRITING. For long-term financial support, PETS must compete for charitable dollars from foundations whose assets are shrinking with the economy. Do you have a way with words and an ability to meet deadlines? In 2003, PETS has deadlines on February 28, April 1, and May 1 (two on this date). Each packet must meet the specifications of the individual foundation and eloquently plead PETS' cause.


Save this "To-Do" list, pick a specialty, and bring to the meeting on the 20th...or, come with your own ideas!


OTHER WAYS TO HELP IN 2003:


-  Put a TLC (Today's Loose Change) can where you work. These coins and bill mount up!
-  Save your worn-out blankets, linens, or rags — anything into which an animal could cuddle. When the Richard D. Klein Animal Shelter opens, we will need thousands of these.
-  Get an Animal Friendly license plate for each of your vehicles. The small extra fee you pay for these plates goes into a fund that underwrites low-cost spay/neuter clinics. What an investment!
-  On your next special occasion, give a gift to PETS. Instead of accepting gifts on your next birthday or wedding anniversary, ask your family and friends to donate to PETS in your honor.
-  Before you buy cosmetics or household cleaners, check the label to see if the product is tested on animals. It won't say "We

test on animals," but the companies that refuse to test on animals will so state on their products.

 Invite a PETS speaker to your club. At that meeting, have a Shower for the Shelter. PETS can furnish a timely wish list.

 Are you planning your estate? Remember PETS! PETS' full name is PAWS of East Texas Society, and it is a Texas non-profit corporation granted 501(c)(3) status by the Internal Revenue Service.

 None of us knows when disaster will strike. If you believe that, after your death, PETS would be an appropriate designee for memorials to you, please let your next of kin know your wishes.

 Make a quiet statement...buy and use spay/neuter stamps from the U.S. Postal Service.