



# Mid-Atlantic German Shepherd Rescue

Providing Rescue and Adoption Services in MD, DC and VA



*Rescuing, Rehabilitating, Nurturing, Training, & Healing Abused, Abandoned and Neglected German Shepherds & German Shepherd mixes for Adoption in MD, D.C, VA, south-central PA*

**Rescue since 1999 \* 2,000 adoptions in our first decade \* July 2010: 2250 adoptions**

Dear Victor,

This month's message concerns a very critical aspect of our rescue - fundraising! Critical is an understatement. Fundraising is essential to our success as a rescue. If we are to grow and bring in greater numbers of dogs, it is our fundraising efforts that will make it possible for that to happen.

As an all-volunteer rescue MAGSR is always looking for additional financial support. The rescue is extremely grateful for the sponsorships and other donations that our volunteers and supporters give to help us meet the needs of our dogs. These needs include the costs of transporting our dogs to safety, providing a comfortable roof over their heads, healthy and nutritious food, essential medical care, and basic training and socialization.

The focus this year, I believe, needs to be on developing a major fundraising event. We've grown and our expenses are growing, but our fundraising is not keeping pace. This year, for example, we have taken in many more medical needs dogs, who need heartworm treatment, orthopedic surgeries, and other expensive medical care, and I'm sure that no one in the rescue would want to deny them that care.

We need to have a comprehensive fundraising program that includes holding one or two major events each year that can generate in the 10s of thousands of dollars for the rescue. If we are fortunate enough to have anyone in the rescue with a fundraising background, either professionally or with other volunteer non-profits, please come forward and offer us your expertise. If anyone, through their own personal network, knows of someone with this type of expertise, who might be willing to volunteer their services, please let us know. We need your help to expand our fundraising efforts in this direction.

There is an old proverb, "Give a man a fish and you feed him for

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## The Foster Roster

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*You? Foster a dog?*

**That's right! So many of our great  
MAGSR dogs need a foster family**

*... a family like yours!*



*... A dog like BOOKER*

**If you've ever thought about fostering  
NOW is a good time to take action and  
bring a pup into your home!**

[CLICK HERE](#)

a day. Teach a man to fish and you feed him for a lifetime," and fundraising is like that. Like fishing, once you have your fundraising plan in place you've got the means to bring in the nourishment that MAGSR needs to flourish. It is absolutely necessary to fortify our ongoing fundraising efforts if we are going to be able to serve the increasing number of German Shepherds and shepherd mixes who are surrendered, left behind, abused and neglected in our region. We need to strive for greater capacity to foster, care for, and rehome the many deserving dogs we are asked to bring into rescue. This is one of the many reasons the rescue must focus our energy on fundraising activities.

We always need more volunteers to take on the responsibility for hosting our numerous local "meet and greets." We need more volunteers to participate in local and regional events where we can get exposure for our dogs, raise money to cover day to day needs, and get donations for the expensive medical care needed by many of our dogs. We need more volunteers to reach out to local businesses and community leaders. We need more volunteers to create and launch new fundraising opportunities. We need more web savvy volunteers to help us refine our internet fundraising, and more volunteers to work with us on researching and writing grant proposals to major animal welfare and canine foundations.

Fundraising is essential to achieve all of our goals and our mission for the rescue. Please sign up to participate in our fundraising efforts today - contact the MAGSR Board of Directors at [bod@magsr.org](mailto:bod@magsr.org).

Thank you everyone, for all you do for the dogs.

Sincerely,

**Bill Myers**  
**MAGSR President**



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**MAGSR PRESIDENT'S COLUMN ~ A MESSAGE FROM BILL MYERS**



**A PERFECT MATCH: Effective Ways To Evaluate And Match MAGSR Dogs And Adopters**  
*by Rebecca Barthel and Christina Woods*

Public shelters look to MAGSR to rehabilitate and find permanent homes for German Shepherds and German Shepherd mixes who may exhibit certain undesirable behaviors created by less than optimal conditions in their lives. Some of the common behavior concerns include: Dog on Dog Aggression, Fear Aggression,

*A dog like . . .*

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!**



**Fostering brings a dog out of the kennel into a loving, active home, so he can interact with adults, kids, pets, & take part in family life. [CLICK HERE](#)**



*. . . A dog like BUBBA !*

**Fostering helps ready him for a future adoptive home, and he's likely to find the perfect family and get adopted more quickly! [CLICK HERE](#)**

**MAGSR will cover any foster medical costs, and we'll help you work with your foster dog, and support you every step of the way!**

**ASK MAGSR ABOUT FOSTERING**

Timidity, Food and Toy Guarding. As a breed rescue, we often are asked to make quick decisions to bring a dog into rescue and then assess whether the behavior can be modified.

The ASPCA's **Meet Your Match / Safer** programs are exciting tools that can greatly enhance and guide MAGSR in matching the right dog and the right adopter. The information gained applying these programs to the dogs we bring into rescue at MAGSR will help standardize their observable behaviors and provide our intake coordinators and handlers with important guidance. These two programs can help us modify behavior and optimize the placement of our adoptable rescue dogs.

Typically, the incoming dogs are allowed to settle in the new kennel for a period of 2-3 hours (72 hours) at the kennel. An initial **Safer** examination is conducted in a safe environment by a volunteer who has not previously handled the dog and an observer volunteer. Both volunteers have been trained in the observation and methodology of the exam. The assessment itself requires a modest amount of commitment to learn and practice and is a standardized test based on a point system. Ideally, trained volunteers will learn how to standardized observations common to all dog behavior so that the dogs benefit from a unified approach to behavior modification and training.

The **Safer** test was developed by Dr. Emily Weiss and supported by the ASPCA. The test consists of a series of tests of dog behavior including:

- \* Reaction to restraint and touch
- \* Reaction to movement and sound stimuli
- \* Bite Inhibition
- \* Behavior around Food and Toys
- \* Arousal toward other Dogs

The assessment takes 20 minutes and is standardized to optimize information about the dog which puts this information in an easily understood and acceptable form. This information is supplemented by handler information, progress information, kennel cards and foster notes.

The **Safer** test provides valuable information about tendencies in the dog but does not necessary provide information about successful adoptions. Together with the **Meet Your Match** program (MYM), the **Safer** temperament information can be best utilized to assist potential adopters and MAGSR volunteers to find the best match possible.

### Meet Your Match Program

MYM was developed by Dr. Emily Weiss to facilitate successful adoptions. Two key components of the MYM program are the Canine-ality Assessment and the simple Dog Adopter Survey, which can be included in MAGSR's current Home Visit process.

The Canine-ality Assessment is used to identify the dog's

**CONTACT US TODAY!**

[www.magsr.org](http://www.magsr.org)

**Q: WHEN IS 50 - 100% ?**

**A: WHEN IT'S FOR OUR DOGS!**

**Play the 50-50**

**and we all win!\***

**To buy your tickets,  
contact a MAGSR  
member now!**

**\* Play the 50-50 \***



**You can win thousands in  
the 50-50 ~ for a new car,  
some extra cash or a fun  
vacation! And,**

**~ for the dogs**

**PRICELESS!**

**\* 2009 winnngs > \$6000**

[www.magsr.org](http://www.magsr.org)

**PLEASE DON'T STRAY!  
UPDATE YOUR MAGSR  
CONTACT INFO TODAY!**

Have you adopted a MAGSR dog?  
Did you move, or, has your contact  
info changed? [CLICK HERE](#) to update  
your contact information, and be sure  
to send in an update on your dog!  
(We love photos!)

characteristic energy levels, sociability, playfulness and "people manners." The Evaluator uses the assessment scores to select the appropriate color for a dog (green, orange or purple). Each color category represents the level of training and attention that is likely required for dogs scoring in that category. Within the color category, the evaluator then selects the appropriate description from the three Canine-alitys in that category.

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\* *A green pooch can either be the life of the party, a go-getter*

\* *or a free spirit. An orange pooch may be a wallflower, a*

\* *busy bee or a goofball. A purple pooch can be*

*classified* \*

\* *as a couch potato, a constant companion or a teacher's pet.*

\* \_\_\_\_\_ \*

The Dog Adopter Survey identifies the adopter preferences that correspond to characteristics measured in the Canine-ality Assessment. This simple one page survey can be completed in a few minutes during the Home Visit and helps to direct the potential adopter (PA), who is assigned a color to match a suitable dog to optimize the success of the match. Shelters that have been using **MYM/Safer** find that the color coding and assessments help to lighten the atmosphere of the process which can be stressful and promote an upbeat and safe venue for dog and family introductions.

**Beneficial Results On Multiple Levels**

In MAGSR, some of our adoptable dogs have foster home placements, which allows ongoing observation of the dog, as well as continuous human interaction with the dog in a daily routine. In contrast, some of our adoptable dogs who reside in a boarding kennel experience more intermittent contact with different humans. No matter how devoted our volunteers or how dedicated the kennel staff, the boarding kennel is an artificial environment with fewer opportunities for observation and interaction.

Some of the advantages of implementing the **MYM/Safer** process with our boarded dogs include: eliminating discrepancies in observed behavior among different volunteer handlers; facilitating the bond between the dog and an adopter; promoting a better initial compatibility between the PA and the dog; increasing the likelihood of a successful adoption, and reducing the return rate which can be traumatizing both to the dogs and to adopters.

The **MYM/Safer** program has a proven track record and is recognized as a best practice for shelters. For instance, during the first month of implementation at Kansas Humane Society, returns reduced by half. The Richmond SPCA increased adoptions by 60% during first year of implementation.

For MAGSR, use of these programs will lead to more involvement and participation by MAGSR volunteers, who can hone their skills learning the Safer assessment protocol. These volunteers will be able to communicate their observations from

**P.S. If you ever have any questions about your dog's training, behavior, health, or anything else, feel free to contact us: [question@magsr.org](mailto:question@magsr.org)**

*We can help!*

**MAGSR  
DOG OF THE MONTH\*  
BRAXXTON**



Braxxton is a handsome, mature German Shepherd mix dog who wasn't treated that well earlier in his life, and landed in a shelter. After charming all those with whom he had contact in the shelter, he came into rescue with MAGSR and now is looking for his permanent home. At about 6 years old, Braxxton is a sweet, smart, outgoing and active dog, with a mellow temperament and a loving, playful spirit!

He enjoys going for walks and has very good leash manners, but will require that his new people take him to training, which will help him to solidify the bond that is so necessary for owners and dogs.

**Ask to meet BRAXXTON today!**

*\*Our July Dog of the month, Tazia, has been adopted, and graciously offered this coveted spot in MAGSR NEWS to her friend Braxxton! See [www.magsr.org](http://www.magsr.org)*

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Editors: Lory Rosenberg, MAGSR member; Victor Martinez, MAGSR WebTeam & former Board of

interacting with the kennel dogs to other volunteers using measurable and consistent language. In addition, MAGSR's use of accepted best practices such as the **MYM / SAFER** program for the evaluations of kennel residents will promote a positive impression of MAGSR to funders and other rescue colleagues as an organization committed to improving rescue and adoption practices.

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*Note: The MAGSR Returns Committee is looking forward to presenting the MYM / SAFER programs to the MAGSR Board of Directors in the near future. The Committee has already acquired the necessary materials from the ASPCA and believes that the implementation of these programs will improve the kennel behavior of our dogs, enhance volunteer experience as volunteers become proficient in the program, and reduce returns from mismatched adoptions.*  
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Directors.

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Member articles welcome! Please submit article ideas via email to Lory Rosenberg before the 21st of each month for publication in the next MAGSR NEWS. MAGSR reserves the right to reject copy found by the BOD not to be acceptable or appropriate. The views expressed in copy written for the MAGSR NEWS reflect the opinion of the author and do not constitute a policy or position of MAGSR.

## Mid-Atlantic German Shepherd Rescue

*To contribute to our Medical Fund,  
To sponsor one of our great dogs,  
To view dogs for foster or  
adoption,*

*Go to: [www.magsr.org](http://www.magsr.org)*



*Thanks for helping our dogs.*