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Letter from the President

Happy New Year! Last year was an outstanding year for Lap Dog Rescue. We surpassed our goal of adopting out 220 dogs and ended the year finding loving homes for 287 dogs, 91 more than 2012, and helping to place or rescue approximately 350 dogs. This would not have been possible without the dedication and hard work of our fosters, donors, volunteers, veterinarians and of course the great people who adopt these amazing little dogs who have been through so much already. Having said all this, there is still much work to do. Too many people are not spaying or neutering their animals and too many backyard breeders are significantly adding to the already overwhelming population of unwanted animals in local shelters. Add to that the increasing numbers of animal hoarding cases and animals being dumped along roadways and mesas and you can see how the problem just keeps growing. We continue to partner with statewide rescue groups like Shooke Unleashed Animal Rescue and others who comb through New Mexico's high-kill shelters daily to rescue dogs desperately needing another chance.

So this year we have set another ambitious goal of finding loving forever homes for 300 dogs. To do this, we must rely on your help. How can you do this?

- Donate either by check, credit card or go to our website at www.lapdogrescue.org and donate thru PayPal or Just Give.
- Become a "Virtual Rescuer" (see the form on the back of our newsletter.)
- Sign up for our new Smiths and Albertson's Community Partnership programs (read more about this in our newsletter.) By simply signing up or showing your card, LDRNM will get a portion of the proceeds from your purchase.
- Foster a rescued dog. It will change their life and it will change yours too.
- Share our information with everyone you know by email, word of mouth, social media, etc.
- And, don't forget to help us educate everyone to Adopt... don't Shop!

Thank you and here's looking to a "furtastic" 2014!
- Brian Spence

There's a deep sleep that only comes on the first night out of the shelter. As he settles in, he gives a great big sigh. Like a weight has been lifted off his shoulders. Then he sleeps deeper than he ever has. Knowing he's safe. You get a lump in your throat as you realize how close he came. Now he's safe. Forever. Because you fostered.



two dog farms

2013 Key Achievements in a Glance

- 287 adoptions in 2014; a 31% increase over goal and a 46% increase over 2012
- Donations have remained steady in spite of continued economic and political turmoil, and United Way donations are remaining steady for 2014
- Expanded presence in social media (Facebook); increased fan base by 296% over 2012
- Completed rebrand of LDRNM to consistent, recognizable look and message for maximum impact
- Over a year of billboard exposure thanks to Clear Channel Outdoors
- New website launched that now includes updated adoption and foster forms
- Increased media and community exposure
- A new credit card option to support adoptions and donations at special events

2014 Goals

- 300 adoptions in 2014. This is an extremely ambitious goal and we'll need everyone's help to make this happen.
- Add a volunteer Foster Coordinator to LDRNM. This important position is vital to meeting our adoption goal. Without it, we won't succeed in reaching our goal of 300 adoptions. If you know of someone who might be a good candidate please let us know. (All of us work on a volunteer basis.)
- Automate our adoption and foster forms on the web to make them easier to use and submit.

THANK YOU VERY MUCH!



MARIPOSA
GALLERY

Mariposa Gallery for their Pet Portraits
Fundraiser and raffle benefitting LDRNM!

Pepe le Paws for hosting our October Adoptathon and
for working with us to decrease the cost of our dog food!



Three Dog Bakery for their Thanksgiving Dinner
fundraiser to benefit LDRNM!

Pet Food Gone Wild and Rio Rancho for their Santa Paws
Holiday Adoptathon and fundraiser for local rescues and the
127 pounds of dog food donated to LDRNM from this event!



Nicole Martinez and Yanni's Limoni Lounge for
their fundraiser for LDRNM!

La Salita Restaurant for their continued support of LDRNM by making
available our dog house donation box to patrons at their restaurant.
Stop by and check out their yummy traditional New Mexican food!





Upcoming Events

February 15, 11:00 – 3:00 Adoptathon at Petco
6300 San Mateo Blvd NE, Albuquerque



March 16, 5:00 pm – 7:00 pm Full Moon at Spring Equinox Yoga and Drumming with Jody Ford.
A fun and healthy fundraiser for LDRNM. Space is limited, so please call 505-873-0614 in advance.

March 22, 11:00 – 3:00 Adoptathon
at Three Dog Bakery at 9821 Montgomery
Blvd NE, Suite B, Albuquerque



April 12, 10:00 – 4:00 Adoption Event and Easter Pictures
at Pet Food Gone Wild at 2415 Southern Blvd SE, Suite B, Rio Rancho

Community Partnerships at Your Local Grocery Stores

Are you an Albertson's shopper? Late last year we were approved to participate in the Albertsons Community Partnership Program! The Community Partners™ Program is a way to reward organizations in the community for shopping at Albertsons Market. Organization supporters use a key tag when shopping at Albertsons to earn credit for LDRNM. All you need to do to participate is show the attached key tag upon check out and 1% of your purchase goes back to LDRNM! If you need an additional key tag, just contact us and we'll send one out to you straightaway.



Are you a Smith's shopper? Just recently we were also approved to participate in Smith's Community Rewards Program® ...all you have to do is shop at Smith's and swipe your rewards Card! Don't have a rewards card? No problem – just stop by the Customer Service Desk at your local Smith's to get one.

Simply register at www.smithscommunityrewards.com and complete these easy steps:

- If you are a new online customer, click on 'Create an account' box.
- Sign up for a Smith's Rewards Account by entering your email address and creating a password, then enter your zip code, click on favorite store, and agree to the terms and conditions.
- A message will appear to check your email inbox and then click on the link within the body of the email.
- Click on "My Account" and use your email address and password to proceed to the next step.
- Click on Edit Smith's Community Rewards information and input your Smith's rewards card number. Then update or confirm your information.
- Now, the important part! Enter the name of our organization (Lap Dog Rescue) and our organization will come up in a drop down box. Just click on it.





VIRTUAL RESCUE SQUAD



Please help us prepare to
rescue 300 dogs in 2014 by
becoming a **Virtual Rescuer!**

Your generous donation of...

\$25

will help us with the payment of the fee to save a dog from a shelter

\$50

will to help us with the costs of vaccinating or transporting a dog

\$100

will to help us with the costs of vaccinating and spay/neutering a dog

\$150

will help us with the costs of vaccinating, spay/neutering and micro-chipping a dog, plus we'll use your suggestion for a name for your rescued dog

\$200

will help us with the costs of pulling, transporting, vaccinating, spay/neutering and micro-chipping a dog, plus we'll use your suggestion for a name for your rescued dog and publically credit you for sponsoring your dog under our album of Dogs Available for Adoption on Facebook and our website

Or make a gift in someone else's name as a Virtual Rescuer! x _____
(We'll send an acknowledgement to that person in recognition of your gift)

Just send this form along with your donation to:

Lap Dog Rescue of New Mexico

PO Box 1316

Tijeras, NM 87059

Your Name or Organization: _____

Your Address: _____

Your E-mail Address: _____

Or visit us online at www.lapdogrescue.org



LAPDOGRESCUE.ORG

Lap Dog Rescue of New Mexico Inc, 501c3 *non-profit* organization

