

Adopt an Animal Canada



THIS WEB SITE SAVES LIVES!

OVER 1 MILLION a MONTH!

Over 900 pounds, shelters, rescues and sanctuaries listed,
representing tens of thousands of adoptable animals in Canada

Credits:

Board:

Anne Gibson

Kathrine Paterson

Elsa Barrote

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Web and Database design:

Alison Gianotto

Database Volunteers:

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PR advisor: Karen Hurley



Adopt An Animal Canada

OVER 1 MILLION HITS A MONTH!

www.AdoptAnAnimal.Ca

Nobody could have predicted it.
They said it couldn't be done!

Adopt An Animal Canada is a **NATIONAL DATABASE** now **over 900** shelters, rescues, pounds and sanctuaries **RIGHT ACROSS CANADA**.
From Gander to Victoria users—instantly—get of list of every adoption resource in their local area!

—UNFUNDED, WE ARE STILL FREE TO EVERYONE!

Since its launch in April 11th of 2004 the use of this resource has grown every month, culminating in getting **consistently OVER 1 MILLIION HITS a MONTH**—only 7 months from our launch.

Dedicated volunteers from across Canada worked together for 6 months!

ADOPT AN ANIMAL CANADA'S existence has spread like wildfire primarily through supporting web links and word-of-mouth.
It shows no sign of letting up as more and more Canadians are becoming aware of the plight of homeless animals in Canada and choose to adopt before they buy.

Adopt an Animal Canada has become THE place to look for a new family member.

For more information, **DONATIONS**, press releases, interviews, etc., contact at **Info@AdoptAnAnimal.Ca**

WE ARE SAVING LIVES!

Anne Gibson
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Where forever friends meet!

What is Adopt An Animal?

Like “Expedia.ca”, Adopt an Animal Canada puts all the adoptable animals in Canada under the same roof. And, like “LifeMates.ca”, adopters gain one-on-one contact with the individuals and agencies that know the animals best. Once contacted, they can help facilitate the perfect companion for the their lifestyle and situation. They are “matchmakers” for animals.

Adopt an Animal Canada profiles breed rescues too. Most breed clubs have a rescue group associated with it. Everything from “Danes in Distress” to “Chihuahua Rescue” lets the prospective adopter choose from dozens of popular breeds.

But Adopt An Animal Canada doesn’t stop there. You can search for rabbits, pigs, reptiles and horses—you can even ‘virtually’ adopt a chimp, retired from pharmaceutical testing facilities, from a primate sanctuary in Quebec.

All agree, adoption has become the preferred way to acquire that special member of your family because the advantages make it a win-win situation for all concerned.

Volunteers located in Vancouver, Edmonton, Toronto and Montreal have been scouring the net and burning up the telephone lines amassing information on every facility, coast to coast, where adoptable animals can be found.

Celebrities are sporting their “shelter dogs” on television talk shows. Two shelter dogs even won the “Superdog Championships” held on a television program in February on a ‘reality’ show that tested the intelligence, bond and ‘spirit’ of the contenders. The program highlighted the fact that the winners were not expensive purebreds from “winning lines,” thus debunking the myth that animals from shelters are ‘cast offs’ and second-rate choices.

What have we done:

Our “web stats” are unprecedented:

- **Over 900 Canadian Resources Listed**
- **OVER 1-MILLION a MONTH**
- **Through private donations only, it is still FREE FOR EVERYONE**
- **16% of all new visitors bookmark the site for future reference.**
- **At LEAST 400 different sites link to Adopt Animal Canada**
- **Referred more than any other adoption resource in Canada!**
- **Lists all adoption resources from remote pounds in Northern Alberta to Toronto’s teeming Toronto Animal Services!**

Background: Adopt an Animal Canada arose out of an experience of one of the co-founders, **Kathrine Paterson**, who was asked to investigate the conditions at a local municipal shelter for a Toronto animal advocacy organization.

She had never heard of the relatively local facility and had difficulty finding it (and *she* was given explicit directions). Since the animals here were on a deadline for euthanasia, she knew that she was looking at imminent death in each and every face.

Kathrine approached **Anne Gibson**, who had recently been fighting to help see Bill C-22 formerly Bill C10(b) (Canada’s only POTENTIAL animal cruelty legislation) through parliament and had, in the process, made many valuable contacts.

One of those connections was **Alison Gianotto** from San Diego, who develops highly technical dynamic web sites for major corporations, invests her spare time in support of numerous animal

projects; notably www.Pet-Abuse.com, www.SaveTheTigers.com, and the remarkable animal abuse reporting, police training video at www.RealityTraining.com.

Together they came up with an idea that would be called “**revolutionary**” by **Bob Van Tongerloo**, president of the **Canadian Federation of Humane Societies (CFHS)**. They decided to develop a massive, searchable database of all the available animals in Canada and they would aggressively promote adoption as a viable, compassionate choice.

The idea was immediately picked up and people came on board from across Canada to help set up the massive database. It seemed overwhelming, impossible even. Representatives right across the country needed to be in close contact inputting into a single, centralized database. Volunteers worked for 6 months inputting resources.

Alison Gianotto, together with Anne Gibson, hammered out what would be needed, how it would be presented and how to make it accessible and relevant to everyone—no matter how remote. Now, via “error reports” and “submission forms”, the database gets updated on a weekly, sometimes daily basis. **They have done it.**

A brief survey was done of some of the successful rescue and adoptions groups and how the Internet had affected their success:

Haviva Porter of **Rabbit Rescue.ca** said, “**It’s immeasurable**”. But in fact, it isn’t. Without the Internet, she claimed, she would not have been able to house more than the occasional rabbit. Now with foster homes all over the Greater Toronto Area, **she adopts out over 500 a year over the Internet!** Her web site has given enough profile to her cause that she has a mighty network of foster homes and an active web site that she can barely keep up with. “People see a rabbit they like and are willing to make 16-hour round trips from as far away as North Bay and Quebec City. Even the old and the tattered have special thanks to give Rabbit Rescue's Internet profile. “Frosty” was a 10-year-old rabbit slated by the local pound to be euthanized. She had severely disfigured ears from serious frostbite. “I couldn’t believe it,” Haviva said. “People are asked to pick several bunnies they like and, from the moment Frosty was posted, everyone wanted her.” Not only was Haviva able to find a home for Frosty, she was able to find the BEST home! “I was ready to keep her myself, but since so many people wanted her, well... I had to let her go.”

Gabrial Berry of **Okonto Pound Rescue** in Northern Alberta said that she doesn’t understand people driving hundreds of miles for an animal in another city when there must be one near them that “will do.” But a picture tells a thousand words and seeing all those smiling furry faces brings out the best in people. She also claims that, even though she gets a better response by posting in the local paper, she wouldn’t be able to rescue animals at all without the Internet. She attributes 50% directly to the web but says that when she gets calls from newspaper readers wanting an animal that has already been adopted from the newspaper ad, she refers them to the web site anyway. Furthermore, says Gabrial, having the web site gives her a chance to inform people about responsible care, to educate people about the realities of over-breeding and the necessity of spaying and neutering. Volunteers used to be hard to come by as well, but now almost every rescue site has a way for people to participate even if they are unable to adopt themselves. Gabrial gets most of her volunteers from the web.

The Fauna Foundation near Montreal runs a **refuge for chimpanzees** who have endured tremendous suffering in laboratories and who are now retired. You can't take a chimp home but, like Save the Children, you can read each of their stories, see their pictures and adopt one "virtually". They remain on the premises but adopters have a poignant sense of directly helping an animal in need **Wendy Allain** of "**Adopt a Chimp**" says that the applications they get from the Internet are "invaluable." She says that the web has also dramatically increased awareness of the issue and brought in volunteers. Because of the pictures, bios and personality descriptions, people 'relate' to different chimps for different reasons. Some adopt the one they think looks like their partner. Some relate to personality traits like those of Billie Joe, who is seen as a bit of a Don Juan. Regis is a musician and Toby is from Quebec and people, again, 'relate' personally to them for that. This, says Ms. Allain, inspires people to give 'adoptions' as gifts for weddings, Christmas and birthdays.

There are also **farm and wildlife sanctuaries**; many offer the same type of one-on-one adoption/fundraising concepts and all will attest to the power of the Internet to raise the profile of their cause and allows them do what they do best—provide sanctuary to abused, neglected, unwanted and endangered animals.

When asked how chimps were adopted from their Internet site, representatives from the Fauna Foundation said "**Practically all!**"

Canada, and indeed the world, is ready for this technology because the groups already exist—and the public needs to know about it. And that is happening!

"We just want to save lives and posting available animals online is one of the greatest, grassroots success stories the Internet has accomplished," said Project Manager Anne Gibson. "**It is really exciting and the next logical step in developing the online adoption.**"

Since it's celebrated launch was at the "**All About Pets Show**" in April 2004,

Adopt An Animal Canada is now getting well over
1 MILLION HITS A MONTH!

**Without a doubt, ADOPT AN ANIMAL CANADA
*SAVES LIVES***

Contact Anne Gibson at 416-504-4310, email: agibson@adoptananimal.ca for further information, media and donations.