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Contact: Deborah Schutt, chair, (313) 731-2244
deborah@michiganpet.org

Paws for Life Rescue Earns Award for Innovative Fundraising Programs
Michigan Pet Alliance Honors Animal Welfare Organizations, Shelters, Volunteers

September 6, 2022, Troy, Michigan – Today, Michigan Pet Alliance (MPA) proudly announces that nonprofit Paws for Life Rescue, Troy, Michigan, is the recipient of the The New Normal in Fundraising Award and \$2,000 grant.

“This award honors a nonprofit organization that pulled out all the creative stops to meet their budget in order to continue serving Michigan’s homeless pets,” said Joe Dobesh, MPA CEO. “In the fundraising award category, Paws for Life Rescue demonstrated measurable success with two no-cost fundraising ideas.”

Run entirely online, the Paws for Life Draws for Life fundraiser invites pet owners to submit photos of their pets for a set donation. The photos are then assigned to a group of volunteers made up of amateur and professional artists. Each submitted photo is recreated by pencil, paint, crayon, sharpie, you name it, then posted online along with the original photo. Participants never know what they’re going to get and the artwork produced puts a smile on every face.

“Paws for Life Draws for Life was born from the pandemic, when people were stuck at home more than usual and looking for cheap entertainment,” said Courtney Protz-Sanders, Paws for Life executive director. “People loved it. Its success exceeded our expectations and its now an annual fundraiser. Throughout the year, people ask when it will start.”

The second idea was also result of the pandemic and all the free time that people around the world suddenly had. Paws for Life invited classrooms, school groups and anyone who wanted to participate to create donor thank you cards. The response was overwhelming. Paws for Life received hundreds upon hundreds of creative, beautifully decorated thank you cards that volunteers personalize and mail to donors, saving the organization time and resources and providing a way for kids and adults to give back from home.

“Creativity and innovation are critical components to lifesaving and that includes how to bring in funds when times are tough,” said Deborah Schutt, MPA chairperson. “One of the great things about our annual awards program is that the ideas and results can inspire others, spawn new ideas and increase lifesaving across our state.”

Paws for Life Rescue is a volunteer-run, 5-star certified, all-breed dog and cat rescue located in southeast Michigan. For more information, visit www.pawsforliferescue.org.

2022 award categories and recipients:

Karen Brocklehurst Volunteer of the Year

Anne Grzywacz, Ph.D., CPDT-KA, CBCC-KA, St. Clair Shores

Elected Official’s Friend of Homeless Animals Award

Representative Tommy Brann, Kent County

Community Outreach Program: \$3,000 grant

Wishbone Pet Rescue Alliance, Douglas

Best Friend to Dogs Award

Jennifer Clarkson, Bloomfield

Fundraising Program: \$2,000 grant

Paws for Life Rescue, Troy

Best Friend to Cats Award

Cheryl Phillips, Northville

Michigan Pet Alliance, 2210 Lancaster Road, Bloomfield Hills, MI 48302
501(c)3 nonprofit organization, EIN: 20-0399162
(313) 731-2244, info@michiganpet.org



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On-Site Cat Training Grants: \$1,000 value to each

Little Traverse Bay Humane Society, Harbor Springs
Upper Peninsula Animal Welfare Shelter, Gwinn

Grant awards are made possible thanks to the generosity of the Humane Society of Macomb Foundation. For more information on the 2022 awards program and recipients, visit www.michiganpet.org.

The New Normal in Fundraising Award: Raising Money During a Pandemic

When nonprofit organizations couldn't host in-person events or gather in groups, which constituted about 95% of fundraising efforts, they had to get creative to keep funding flowing. This award provides a \$2,000 grant and recognizes the nonprofit that tried something new and found measurable success.

Michigan Pet Alliance

Michigan's only professional trade association of animal welfare organizations, the mission of Michigan Pet Alliance is to work in collaboration and to speak with a single voice to eliminate abuse and neglect of Michigan's companion animals and to save all healthy and treatable homeless companion animals through training, technical assistance, education and advocacy. For more information, please visit MichiganPet.org and follow @MichiganPetAlliance on Facebook.

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