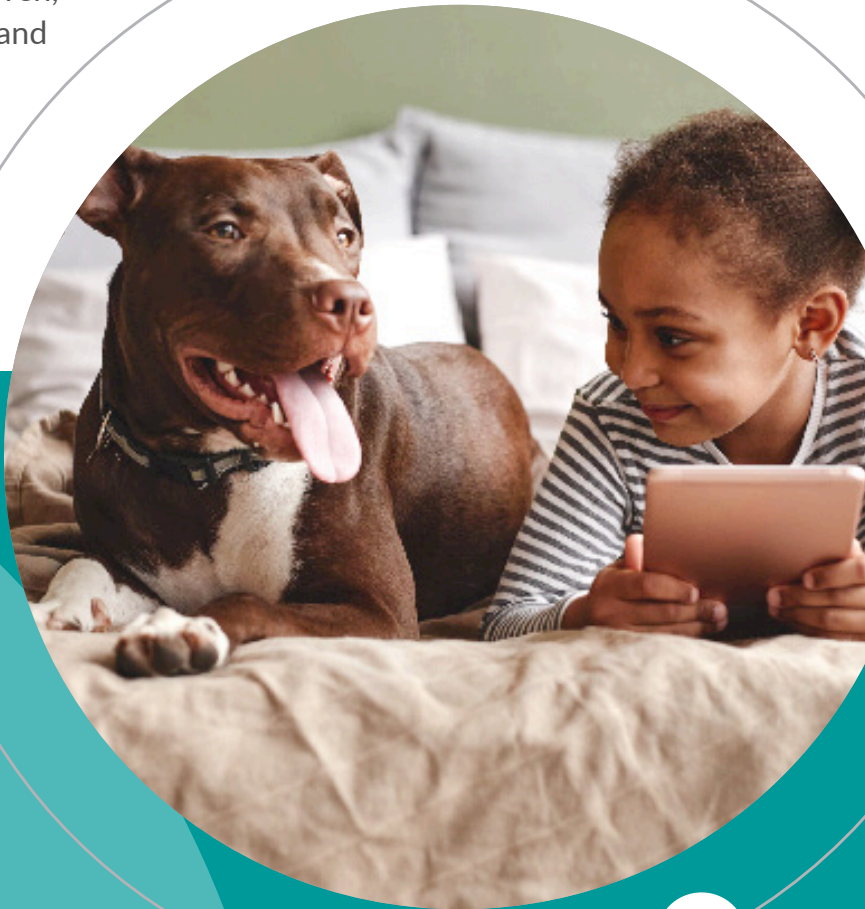




ANNUAL *Report*

2022 was the first full year of operation for Michigan Pet Alliance. As a new, membership-growing, predominately volunteer-driven, nonprofit organization, it was a busy and productive year.



2022

EDUCATION & TRAINING EFFORTS WERE *robust*

2022 saw the production of five webinars for the membership, as well as the newsworthy “Capacity Crisis” public roundtable that featured national and local industry experts and reached more than 200 advocates across the state. Two weekly educational series launched in November, Training Tip Tuesday and End of Week Enrichment.

The Shelter Assessment program was revamped to better target areas that a shelter identifies as most in need of optimization, now called Blueprints for Excellence; the first shelter to benefit from

the newly fashioned program was Upper Peninsula Animal Welfare Shelter (UPAWS).

Eight new training modules for the Feline Hands-on In-shelter Training program were introduced, along with a new in-person or online training module for scent enrichment.

Finally, a location for the 2023 One Voice Conference & Expo, Grand Rapids, Sept. 2023, was secured, while work continues updating the Canine Hands-on In-shelter Training program.



Webinars & Videos on Demand:

- Decrease Length of Stay With Conversational Adoption Counseling – Dec. 14
- What is FELV? – June 6
- FELV Cat Adoption Program – June 6
- Scent 4 Shelter Dogs – April 19
- Spay/Neuter Myths ... Busted – March 19
- Giving Dogs Choices – Feb. 16
- Cat-friendly Alternatives to Declawing – Jan. 20
- Are Laser Pointers Safe for Cats – Jan. 20

Expert Roundtable:

- Capacity Crisis: Let's Talk Solutions (with five-page handout) – Nov. 14

Two Weekly Educational Series – Training Tip Tuesday and End of Week Enrichment:

- Recycling Restaurant – Dec. 30
- Cat Carrier Training – Dec. 27
- Dog Flight Taster – Dec. 23
- Calmness in Crate Part 1 – Dec. 20
- Healthy King “Trifle” – Dec. 16
- Litterbox Basics: Setting your cat up for Success – Dec. 13
- My Dog Knows this – He just isn't doing it – Nov. 22
- Ground Turkey and Rice Recipe – Nov. 22
- 5 Keys to a Happy Cat – Nov. 15



POLICY & ADVOCACY WINS & DELAYS

Three position statements on the topics of euthanasia and surgical alteration were adopted to provide guidance to pet guardians and shelters in best practices.

Five Michigan House Bills receiving MPA support slowly made their way through the legislative process and MPA provided testimony before the House when the opportunity arose.

Two additional Michigan bills and one federal effort were identified for support. Unfortunately, the 2022 legislature was not friendly to animals and all of the bills died in committee. MPA will continue its advocacy efforts in 2023 to reintroduce the bills.

A substantial effort was devoted to effect change at Detroit Animal Care and Control. In partnership with the City of Detroit that it would put forth good faith to meet regularly with animal welfare shelter experts to improve the care and lifesaving efforts at the Detroit shelter, MPA attended the mayor's press conference announcing the city's plans to build a new shelter.

After repeated efforts were made, and ignored, to schedule those meetings, to assist the city and to provide guidance to this severely underfunded and understaffed operation that relies on transferring a good portion of its animals to other shelters, a detailed petition was sent to the city administration.

Unfortunately, the petition and all MPA efforts were disregarded, and Detroit's homeless animals continue to suffer and die. MPA continues to discuss ways of effecting change in Detroit.

PUBLISHED POSITION STATEMENTS

- Surgical Alteration of Companion Animals for Cosmetic Reasons or Convenience
- Shelter Euthanasia
- Owner Requested Euthanasia

LEGISLATIVE ADVOCACY

- Priority support for HB 4703/4704 to provide penalties for certain animal abuse and neglect
- Priority support for HB 4826 to allow temporary licensing of out-of-state veterinarians during an emergency
- Priority support for HB 4784 to protect animals housed outdoors from extreme temperatures
- Priority support for HB 4881, Teddy's Law or Beagle Freedom, to bring accountability to animal testing
- Priority support for HB 5683/5685 to exempt pet food from sales tax
- Support for HB 4723 to make shelter animals the state animal
- Support for HB 4912, version 3, to allow telehealth services for animal shelters
- Attended Humane Lobby Day – May 10



MEMBERSHIP IS *growth*

Membership support is the backbone of Michigan Pet Alliance. It is with great appreciation and excitement that we welcomed the following new members in 2022.



SHELTERS

Adopt-A-Pet
Capital Area Humane Society
Delta Animal Shelter
Friends of Michigan Animal Rescue
Hope Animal Shelter
Humane Society of Bay County
Karma Cat Café
Little Traverse Bay Humane Society
Livingston County Animal Shelter
Muskegon Humane Society

OTHER NOT FOR PROFITS

Midwest Boston Terrier Rescue
Second Chance Animal Rescue
The Pixel & Luna Resource
Network

CORPORATIONS

Camp Bow Wow – Hudson
Signifi Networks LLC

45 INDIVIDUAL MEMBERS

AWARDING & RECOGNIZING *others*



Annual Awards

- The New Normal Outreach Program (\$3,000) - Wishbone Pet Rescue Alliance for “Let’s Fix It” and pet housing for clients of domestic violence and homeless families
- The New Normal in Fundraising (\$2,000) - Paws for Life Rescue for Thank You Notes/No-overhead Fundraiser
- On-Site Cat Training Grants:
 - Little Traverse Bay Humane Society
 - Upper Peninsula Animal Welfare Shelter
- Karen Brocklehurst Volunteer of the Year (\$100 gift card) - Anne Grzywacz, Ph.D., CPDT-KA, CBCC-KA
- Homeless Animal Legislative Friend Award - Representative Tommy Brann
- Best Friend Awards:
 - Dogs - Jen Clarkson
 - Cats - Cheryl Phillips

Michigan Pet Alliance’s annual competitive awards program distributed \$9,000 in cash and grants funded with the support of the Humane Society of Macomb Foundation.



GETTING THE WORD OUT AND INCREASING *visibility*

Getting the word out that a new membership organization is up, running and ready to join forces for animal welfare is a full-time job in and of itself. During 2022, MPA prepared its brand guidelines, which helped refine and define our look and identity. Using the new guidelines, we produced seven public newsletters called “Makin’ Pawsitive Change” and nine member newsletters called “One Voice.”

We also posted news, training tips, events and more on the MPA LinkedIn page and on both a public Facebook page and a members-only Facebook group, as well as created a YouTube channel with various playlists. One of the DIY videos on our YouTube channel, “How to construct feral cat housing,” received more than 66,000 views in the first six months on the site.

MPA also attended four public events to introduce the organization to the community.

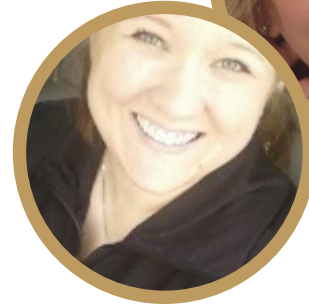
Community Exposure Tabling:

- West Michigan Expo – March 26 & 27
- HSHV Walk & Wag – May 21
- Dog Daze of Summer Adoption Event – June 11
- Dog Dayz at MSU – Oct. 8



LEADERSHIP & *financials*

COLLEEN
WHITEHEAD



MELISSA
MILLER

MPA board of directors welcomed two new directors: Melissa Miller, shelter director from St. Clair County, and Colleen Whitehead, board member from the Upper Peninsula Animal Welfare Shelter (UPAWS). Jodie Ellison stepped down from the board at the end of her term in 2022 to devote her full attention to the new shelter being built in Royal Oak.

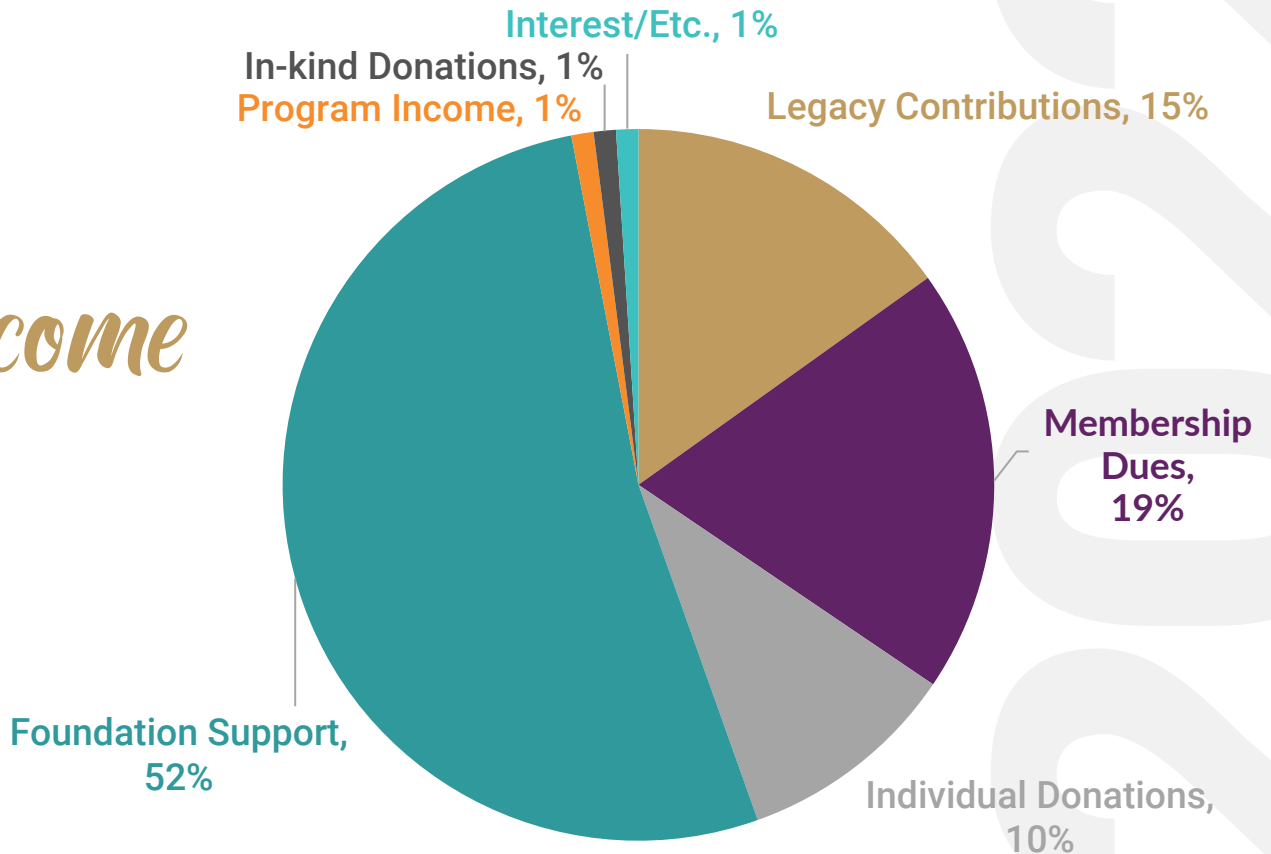
The board of directors approved an audit of the 2021 financial records, requested and received a \$5,000 grant from the Oliver Hoffman Foundation to support education and training programs, and requested and received a \$12,000 grant from the Humane Society of Macomb Foundation to support the awards program. The board also developed a sponsorship program and began outreach to potential contributors to support the organization through sponsorship opportunities. The goal is to make MPA sustainable within the first three years of operation. Income for 2022 was \$62,411.78 while expenditures totaled \$77,747.64.

Part-time administrative staffing was added in 2022 to assist in the everyday running of the operation, while the board adopted a wide range of efforts for the coming year in the 2023 Work Program & Budget.

While 2022 was a busy, productive year for MPA, 2023 is going to be even bigger. We invite you to help us spread the word about our work and our mission. If you're not yet a member, please join us as we work together and speak with one voice to create change for the animals of Michigan. Become a member today.



Income



Expenses

