




ONE TAIL  *AT A TIME*
2011 MEDIA KIT

MISSION STATEMENT



One Tail at a Time, NFP is a no-kill, all-breed dog rescue that serves to lower euthanasia rates in the greater Chicagoland area and provide education on the humane treatment of companion animals. The rescue concentrates its efforts on dogs that are in danger of being euthanized, or those that are physically and/or mentally deteriorating in a shelter environment, works to rehabilitate them, and then matches each dog with a permanent home. Focused on the “pack mentality,” One Tail at a Time offers fosters and adopters continued support and education on how best to keep dogs happy, healthy and part of the family.



OUR STORY

One Tail at a Time is dedicated to building a community of animal lovers throughout the Chicagoland area who are committed to humane care and viewing pets as an indispensable part of the family.

“ ONCE YOU ADOPT FROM THEM YOU'RE PART OF THE OTAT FAMILY! I JUST HONESTLY CANNOT EXPRESS HOW WONDERFUL AND AMAZING THESE PEOPLE ARE.

JAY G.

In January 2008, the growing awareness of animal rescue had permeated into the minds of One Tail at a Time (OTAT) co-founders Andrea Juracek, Anna Friedman, Heather Owen and Jeff Kitchen. Comprised of two MA's, an attorney, and a MBA, all with previous rescue experience, the group came together to take an active role in creating a no-kill Chicagoland.

As efforts to save lives began, the operational protocol fell into place: One Tail at a Time intakes dogs in danger of euthanasia or otherwise in need of rescue from area shelters. The dogs are spayed/neutered, fully-vaccinated and microchipped, then placed into carefully selected foster homes to address any medical or behavioral concerns with the support of partner vets and trainers. Once the dog is assessed outside of a shelter environment, volunteer Adoption Counselors match each dog with an adoptive family to establish a lifetime home.

As the organization grew, partnerships were created to ensure both a broad reach into the community and a base of resources for foster and adoptive homes. Currently, OTAT intakes from many different shelters in Illinois, Indiana, Ohio and Arkansas. Through the support of local pet-centric businesses, OTAT is able to provide the highest quality of veterinary care, guidance from certified dog trainers, and the opportunity to utilize our partner dog walkers and boarding/daycare facilities. Additionally, OTAT is proud to offer continued support from

our large pool of knowledgeable Adoption and Foster Counselors.

OTAT's adoption process is designed to be highly personalized and is catered to each individual dog and potential family. Each dog is assigned an Adoption Counselor to screen applications and match that dog with the perfect home. Every adopter becomes a part of the OTAT pack and is encouraged to seek advice on everything from boarding referrals to behavioral issues. One Tail has also established a special financial grant, Dutch's Fund, to assist adopters who meet a minimum income level in paying unexpected large veterinary bills.

One Tail at a Time is thriving and new connections continue to be made. Every day a new volunteer, foster home, adoptive home, sponsor, or donor is added to the One Tail at a Time pack. The group is dedicated to building a community of animal lovers throughout the Chicagoland area who are committed to humane care and viewing pets as an indispensable part of the family.

AN ADOPTION STORY



READ ABOUT HUEY'S STORY & VIEW THE CHIPIN EFFORTS HERE:
PINECONE.CHIPIN.COM/FIFTYS-CHRISTMAS-WISH

“ I SAVED ONE DOG
AND IT DIDN'T CHANGE THE WORLD,
BUT SURELY, THE WORLD CHANGED
FOR THAT ONE DOG. ”

One Tail at a Time was contacted by a southern Illinois shelter in fall 2010. The shelter was overrun with strays and dogs left by owners that no longer could or wished to care for them. The shelter did not have enough funding to create a viable adoption program, so the dogs that ended up there had little chance. Their only hope was transferring dogs deemed adoptable to rescues that had room for one more.

Huey, a young, beautiful Coonhound, came in as a stray. His big floppy ears and fun-loving attitude won over the hearts of every shelter worker and volunteer. However, in this particular area of Illinois, there is an abundance of hounds, with few homes for them to go. Without advocates on his side, Huey had little chance of making it out of the shelter alive.

The shelter staff knew he could do well in a home if given the chance, so Huey was transported by a team of volunteers to Chicago, where One Tail at a Time brought him to an experienced foster home. He was given routine shots, neutered and put up for adoption. The foster home soon noticed that Huey was limping. He was brought to OTAT's partner veterinarian where he was given x-rays, which determined he had severe hip problems. He needed surgery on his left hip as soon as possible. The surgery was estimated at a heavily discounted \$1,500.00.

One Tail utilized the online fundraising tool, ChipIn to raise funds for Huey. A campaign was launched in conjunction with a popular two-legged pit bull named Fifty to raise money for Huey's hip surgery as well as Fifty's prosthetic leg. One Tail at a Time launched the online fundraiser, "Fifty's Christmas Wish" in December 2010. Within a few weeks, Fifty got his wish and over \$1800.00 was also raised to cover Huey's surgery.

After his surgery, Huey attended months of physical rehabilitation at Integrative Pet Care. He did leg exercises, walked on an underwater treadmill, and even had an orthotic boot fitted to ensure that he regained his muscle evenly and correctly. One Tail at a Time was eventually able to find a perfect forever home for Huey that accepted him warmly into their family and continued his physical rehabilitation.

Huey's story embodies the nature of dog rescue: it took volunteers from the original shelter, transporters, many individual donors, a great foster home, and the perfect forever home. One Tail at a Time does everything it can to combine the efforts of the community and turn it into a happy tail. The rescue has worked in this way to find homes for over 150 dogs.

With your support, One Tail at a Time will continue to happy tails for years to come.

Read about all of our 'Happy Tails' on our website at www.onetail.org

PROGRAM HIGHLIGHTS



READ MORE ABOUT DUTCH'S FUND:
WWW.ONETAIL.ORG/DONATE/DUTCHS-FUND



READ MORE ABOUT
COURT CASE DOG PROGRAM COLLABORATION:
WWW.ONETAIL.ORG/VOLUNTEER/COURTCASEDOGS

DUTCH'S FUND

Dutch came to us in 2008, at the very beginning of One Tail at a Time's journey. He was a special little Dachshund who had been diagnosed with kidney disease. Dutch quickly stole the hearts of his foster family who then adopted him and gave him all the love he needed for the next two years of his life. Dutch passed away on April 27, 2010. His smile and trot will live on forever in our hearts, and his legacy will be used to raise awareness and support for special needs dogs.

All funds raised through Dutch's Fund will be used to help dogs with special medical needs. So many dogs are passed up in shelters because they need medication or surgery. One Tail at a Time strives for a day when we have enough resources to help all of these animals, but in the meantime, we will continue to raise funds to help save one at a time.

DUTCH'S FUND GRANTS

A special grant is being developed out of Dutch's Fund for OTAT adopters who find themselves in financial hard times due to large, unexpected medical costs. This grant will allow adopted dogs to remain in their homes and receive the medical care they need, strengthening OTAT's commitment to our "pack" for the entire life of each of our dogs.

COURT CASE DOG PROGRAM COLLABORATION

One Tail at a Time is a rescue partner in saving dogs that have been relinquished by defendants in animal abuse or neglect cases to Chicago Animal Care and Control (CACC) and have been admitted into Safe Humane Chicago's Court Case Dog Program. Since One Tail at a Time does not currently have a shelter space for volunteers to regularly visit, we've joined forces with Safe Humane Chicago to assist with caring for Court Case Dogs that are still awaiting rescue.

The Court Case Dog Program started in January 2010 through the efforts of CACC, Best Friends Animal Society, D.A.W.G. Court Advocacy and Safe Humane Chicago. These organizations sought to establish a more compassionate and dog-friendly approach to a serious problem. Some of these dogs were held at CACC for two years or more.

One Tail at a Time volunteers are trained to walk, socialize, and bathe the Court Case Dogs during bi-weekly CACC visits with the dogs. These additional volunteer days, set up specifically for One Tail at a Time, give the Court Case Dogs added socialization and care, allowing them a better chance to become stellar members of canine society. Volunteers see these Court Case Dogs into our adoption program and into their forever homes. It is a rewarding opportunity to take part in saving a dog's life at every step of the process.

ACHIEVEMENTS

Anderson Animal Shelter 2009 Community Partner of the Year Award.

One Tail at a Time transferred many dogs from Anderson's shelter and was accordingly able to help them drastically decrease their euthanasia rates. A lasting relationship was made between the shelter and rescue, benefitting over 100 dogs (and counting!).

COLLABORATIONS

Chicago Area Shelter Alliance (*Membership pending*)

Columbia College, Marketing class

PAWS Chicago Angels with Tails, Events

Pinups for Pitbulls, Inc.

Safe Humane Chicago Court Case Program

Sox for Strays with the Chicago White Sox

Trio Animal Foundation



VOLUNTEERS AT SAFE HUMANE
CHICAGO COURT CASE DOG VOLUNTEER TRAINING

PARTNERSHIPS



**VOLUNTEER AT HIGGINS ANIMAL CLINIC WITH GORDON,
A PUPPY THAT SUFFERED SEVERE CHEMICAL BURNS**

*I HAVE TRAINED MANY OF THEIR
ADOPTED DOGS AND THE OWNERS
CAN'T SAY ENOUGH ABOUT HOW
SUPPORTED THEY FELT THROUGH
THE WHOLE ADOPTION PROCESS
AND EVEN AFTERWARD.*

LISA COLLINS, COLLINS CANINE DOG TRAINING

BARK BARK CLUB

5943 N. Broadway, Chicago

This northside boarding facility is staffed with dog lovers who have become a vital resource for One Tail at a Time. They take in dogs that need a little extra TLC, monitor them during the day while they socialize with other dogs, and take them into their homes at night. The group has played an integral role in the rehabilitation process of several dogs.

CANINE CREWS

1616 N. Washtenaw, Chicago

The Humboldt Park boarding facility warmly welcomes One Tail at a Time foster dogs to attend free daycare. The daycare allows them to socialize with other dogs, get their energy out and return to their foster homes as tired, happy dogs. Canine Crews also donates a few kennels to board One Tail dogs that are in need of a foster home. Additionally, Canine Crews has donated office space for OTAT's employees and volunteers to work and also store supplies. The partnership has been vital to OTAT's success and OTAT has happily referred many adopters to the daycare.

COLLINS CANINE

www.collinscanine.com

Training plays a very important role in One Tail at a Time's adoption philosophy. Lisa Collins, head trainer of Collins Canine, has offered free consultations with potential adopters to ensure that they are able to tackle any problems that may arise during the adoption process.

This relationship has made it easy for adopters to access affordable and effective training from the time they start fostering throughout their new adoptive dog's life. Lisa Collins also attends OTAT's dog-friendly events to offer tips on socialization.

FETCH! PET CARE

Chicago Loop - Lincoln Park

This dog walking and pet boarding group services all of Chicagoland, including OTAT foster homes! The group makes it easier for foster homes that work long days to successfully foster dogs. They also offer discounts to all One Tail at a Time adopters.

HIGGINS ANIMAL CLINIC

1705 West Belmont Avenue, Chicago

Veterinary care is one of the top priorities for One Tail at a Time in caring for their rescued dogs. Higgins Animal Clinic gives greatly discounted vaccinations, vet visits, spay/neuter surgeries and any other care needed to ensure that all of OTAT's dogs are given the best care possible.

PORTAGE PARK ANIMAL HOSPITAL & DENTAL CLINIC

5419 West Irving Park Road, Chicago

In order to give foster homes and adopters options, OTAT has partnered with Portage Park Animal Hospital to give discounted vaccines and base veterinary care to foster and adoptive homes in the area.

MEDIA HIGHLIGHTS



"Trivia for a Cause: Animal Edition!"
CHICAGONOW.COM, March 26, 2010

WGN Adopt-A-Pet TV Segment
WGN, March 25, 2011

"Rescue: 'You could hear the dogs crying and the ice cracking'"
CHICAGOTRIBUNE.COM, February 2, 2011

"Pet of the Week, Bella"
THE WINNETKA CURRENT, December 1, 2010

Radio Interview
PAUL LISNECK RADIO SHOW, November 2010

WGN Adopt-A-Pet Tv Segment
WGN, October 22, 2010

"Pretty Amazing"
BESTFRIENDS.ORG, September 7, 2010



EVENT SPOTLIGHTS



“THEY’RE WONDERFUL PEOPLE,
SAVING EQUALLY AS WONDERFUL
DOGS. AND THEY SURE KNOW HOW
TO THROW A GOOD EVENT PARTY!”

RACHEL RUZGIS



FAMILY REUNION

For three years One Tail at a Time has been adding dogs, volunteers, and adopters to the pack. As a way to celebrate the rescue community, One Tail holds a “Family Reunion” party each year. The party is free and consists of fun games for the dogs, tips from trainers, food, prizes, goodie bags and a great time.

FRIENDS OF ONE TAIL AT A TIME CALENDAR

One Tail’s premiere event is the release of their annual calendar. Every year dog owners can purchase a spot in the One Tail calendar that includes a photo shoot with a professional photographer. The calendar is printed in mass amounts and sold to benefit the group. To celebrate this endeavor, a party is hosted each year for the release. Last year the event was held at Mars Gallery as an art show, where the photographs were on display and sold. Dogs are also welcome at these events and both human and canine tickets sell out quickly.

CONTACTS



ADOPTIONS COORDINATOR

Karen Weber, KarenOTAT@gmail.com

EVENTS COORDINATOR

Heather Owen, HeatherOTAT@gmail.com

FINANCIAL COORDINATOR

Jeff Kitchen, JeffKOTAT@gmail.com

MANAGING DIRECTOR

Anna Friedman, AnnaOTAT@gmail.com

OUTREACH COORDINATOR

Andrea Juracek, AndreaOTAT@gmail.com

VOLUNTEER COORDINATOR

Elizabeth Lopez, ElizabethOTAT@gmail.com



ONE TAIL AT A TIME

3303 West Ainslie Street #3
Chicago, Illinois 60625

www.onetail.org

