

# Help Find Local Pets Forever Homes!

Lane County Animal Services helps thousands of lost and abandoned companion animals each year, many of whom do not have homes of their own.

You can help LCAS get the word out about the great cats and dogs currently in the shelter just waiting to be adopted. Every month this year, we place a full-page, full-color advertisement in The Register-Guard newspaper featuring 24 of the adoptable cats and dogs at the shelter, including their photo and description, all designed to reach people who can adopt them into their family.

In order to make this possible, we need individuals, businesses, and organizations to help sponsor the cost of the advertisement. The sponsors will be listed in the ad (including address, web and/or phone information), and the cost of the sponsorship is a tax deductible contribution. This is a great way for businesses and individuals to demonstrate their community support for homeless animals in our community. You may also choose to sponsor an ad in memory of a family member or pet.

This is a simple way to help place these animals in loving homes.

The Register-Guard has 69,000 subscribers and about 140,000 readers each day. Each animal is featured in a business-card size box on the page.

The cost to sponsor each animal's photo and description is \$109. You can donate once, or for quarterly or yearly sponsorships. \$1,200 will sponsor one homeless animal per month for a year.

Complete the attached form and return it with a check to:

**Lane County Animal Services**  
**3970 W. 1st Ave.**  
**Eugene, OR 97402**

To pay by credit card, see instructions on the attached form, or at:

**[www.lanecounty.org/animals](http://www.lanecounty.org/animals)**

The form will include the information we need to appropriately acknowledge your sponsorship in the advertisement. If you would rather have your donation remain anonymous, we would be happy to do that. Thanks for helping us find permanent adoptive homes for these great shelter pets. If you have questions, please call LCAS at (541) 682-3647.



**ARLINGTON** has a smile as wide as the moon! He is a young Husky type whose clever, mischievous personality will keep you on your toes. #0901-1304  
McKenzie Cascade Dog Fanciers  
Arlington's Proud Sponsor

**BUCKY** is a middle aged Miniature Pinscher who loves other dogs and is well behaved. Despite his tough guy looks, this pint-sized Pinscher is a total love. #0901-1331  
Could you be my Sponsor?

**SINATRA** This blue-eyed Siamese/Himalayan hunk is ready to serenade his way into your heart. Sinatra will be a fabulous lap cat, and truly has both exotic good looks and a great personality. #0910-0869  
Eugene Spay & Neuter Clinic  
682-3643

**BLONDIE** is our 5 pound darling Chihuahua. Like most Chihuahuas, she is a shy little thing, and would do best in a quiet adult home where she will feel safe and secure. #0901-1217  
Ted W. Johnson  
Blondie's Sponsor

**SMIDGEN**. Sweet and Petite! Little Smidgen has precious pastel stripes and a funny, curious personality. She will stay very small and cute. Smidgen is the pixie of the cattery and wants to be under her spell. #0912-1175  
In Honor of Tigger  
Pam Endzweg

**AMY**. Blind little Amy can see, but she craves human contact and attention. She was brought to LCAS with a serious eye infection that cost her almost all of her vision. Can you give an angel a second chance? #0912-1119  
Coburg Mini Storage  
341-1447 32930 Roberts Ct.

**BOWIE**. Bowie has the glam-rock hair and a rock star smile. This 10 pound pooch is a completely houstrained great companion once he meets you. He is learning better skills day by day. #0912-1145  
McKenzie Cascade Dog Fanciers

**GOT SHELTER?** Do you know that LCAS is always looking for shelter for feral cats that can't be placed in traditional homes? LCAS is happy to help you set up with a barn cat, shop cat, or warehouse patrol cat. We will provide the food and shelter, and you will provide the mouse control. #0912-1145  
Bill Fleener  
West Lane County Commissioner

# Adopt-a-Pet Sponsorship

Please sign me up as a sponsor for the next available LCAS Register Guard Adopt-A-Pet advertisement. The cost of sponsoring each pet's photo and description is \$109, all of which is a tax deductible donation. You can sponsor one pet, or multiple pets, and your contribution will help us find permanent homes for these great animals.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_

E-mail address: \_\_\_\_\_

How many animal ads would you like to sponsor? \_\_\_\_\_

If multiple ads for The Register-Guard, do you want them to appear in:

- the same issue
- different issues

How would you like the sponsor to be listed?

Is there a web address or phone number you'd like included? Please type or print clearly. \_\_\_\_\_

How would you like to pay for your sponsorship?

- check (please mail with completed form)
- credit card\*

\*Credit card payments can be made in person at the shelter, or on-line at the LCAS donations web page [www.lanecounty.org/animals/documents/donations](http://www.lanecounty.org/animals/documents/donations)

Please return completed forms to Lane County Animal Services, 3970 W. 1st Ave., Eugene, OR 97402. If you would prefer, you can pay for your sponsorship online and email this information to [lcas@co.lane.or.us](mailto:lcas@co.lane.or.us).

If you would like a receipt for your tax deductible donation, please indicate below:

- please e-mail my receipt
- please mail my receipt to my address



# Become an Annual Sponsor for LCAS Adoption Ads

One year ago Lane County Animal Services launched a new program to promote the adoption of homeless animals in our care. Partnering with the Register Guard newspaper, we run a full-page, full-color ad each month featuring photos and descriptions of 24 animals available for adoption at our shelter.

These advertisements have been remarkably successful! In the week the ad appears on Tuesday, LCAS sees increased foot traffic (including many visitors carrying copies of the ad) and calls regarding featured animals. Adoption rates go up dramatically that week, and nearly all the animals shown in the ad find permanent homes.

These full page ads are capturing the attention of The Register-Guard readers. Staff at the newspaper frequently hear from readers about the ad and the animals. Past business sponsors tell us that even they get calls about the animals they've sponsored.

Drawn in by pictures of adorable animals, people are reading each description carefully and responding. For example:

- In July, we featured Morgan, a small, senior dog who suffered serious neglect and needed help for medical and dental services. Readers immediately sent more than \$5,000 for our medical fund - enough to cover all of Morgan's expenses, as well as some of the other homeless animals in the shelter.
- When LCAS describes animals with special needs, people come forward to provide forever homes. The same day our August ad featured Soldier - a kitten whose foot required amputation after someone cruelly rubber-banded his paw - several people called LCAS with offers of help and Soldier is now with his forever family.
- When the ad included a plea for much-needed volunteer foster families for kittens, again the public responded. In the month of July alone, 14 kittens entered foster care.

These ads, which do so much to help homeless animals in our community, are only possible with outside sponsors. The cost for each individual pet's photo and description is \$109. A wide variety of businesses, associations, and individuals have come forward each month over the past year. But the program needs more stable sponsorship to continue. Sponsoring a pet every month for a year, or even half the year, makes such a difference that we are offering a discount for businesses that can support our efforts over the longer term. This charitable donation is fully tax deductible.

Sponsors not only help the animals and our community; they promote their services to the animal-friendly public. The Register-Guard has 69,000 subscribers and about 140,000 readers each day. More than half the residents of Lane County own a pet; still more have an abiding interest in animals.

Since each sponsor is recognized with two lines of text, this is a great place for your company's name, service, website, or phone number to appear before the ad's established—even devoted—readership.

**Please help by becoming a sponsor! It makes a difference!!**



**CORKY** is the cutest, funniest guy ever. He is a real sweet pea and seems to already have quite a bit of training, and likes other dogs. Did we mention how incredibly CUTE he is?!!  
#1008-6345  
Would you Sponsor a Dog in next month's ad?

**FALCON** is a feisty, playful guy that has been raised with kids and dogs. He and his fun loving siblings are ready to rock your world with their kitten antics. They are Better with a Buddy at a 2-for-1 price!  
#0906-2048  
Falcon is sponsored in memory of Susan Heustadler

**ZELDA** is a teeny tiny house trained Chihuahua. She bonds very closely to "her person". LCAS often has small dogs! Check [www.lanecounty.org/animals](http://www.lanecounty.org/animals) to see a current list of dogs at LCAS.  
#1008-0177  
Would you Sponsor a Dog in next month's ad?

**PAGODA**. Check out these dreamy blue eyes! Pagoda is as friendly as they come, and he loves to give hugs and snuggle. He is a Flame/Lynx Point Siamese mix and has an almost dog-like personality. #0906-2189  
Pagoda's sponsor is Anonymous.

**SNOOPY** is an adorable Beagle, and gets along with all his dog-friends, too. Snoopy will need a securely fenced yard, as Beagles love to follow their noses wherever it takes them!  
#0906-1652  
David and Sylvia Calderwood

**ENCHILADA** is cute as a button and ready to go home with you! She loves to be held, and is a real snuggle-buddy. Come meet Enchilada and her brother Fajita today!  
#1008-4220  
Could you Sponsor a Kitty in next month's ad?

**LITTLE ANGEL** is a wonderful Dobie/Shepherd mix. She is fun and spunky, but also well-mannered. She gets along well with other dogs and is just a complete joy to know!  
#1008-2221  
Sponsored by Lane County Veterinary Medical Association

**PONTIAC** and his siblings, Merce and Ford, are fun, playful orange tabbies. LCAS has lots of wonderful kittens every color. Support your local shelter, choose the Adopt Option!  
#0906-2153  
Pontiac is sponsored by The Redman

**MORGAN** sponsor immediate! Dalmatian/Jack mix has suffered neglect. He needs backers who will get the dental he needs so he can help Morgan live life with any size possible. #0906-2048  
Can you Be It?

**SOLDIER** little trooper. cruelly rubbed his paw, and dead foot amputated. THE happiest here. We hope will adopt sponsor his  
#1007-0119  
Can you Help?

14 foster kittens sponsored in memory of Suzannah Kathryn Holt

# Corporate Adopt-A-Pet Sponsorship

Please sign our company up as a regular sponsor of LCAS/The Register-Guard Adopt-A-Pet advertisement.

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_

E-mail address: \_\_\_\_\_

How long would you like to sponsor?

12 months, for \$1200

6 months, for \$625

We would prefer our sponsorship to accompany the photo of:

a dog

a cat

another species (when available)

any animal in need

How would you like your company to be listed in the two lines below the animal's picture? Please type or print clearly. (Please note, in the past companies that listed a phone number often received calls mistakenly inquiring about the animal pictured.)

\_\_\_\_\_

\_\_\_\_\_

If you would like a receipt for your tax deductible donation, please indicate below:

please e-mail my receipt

please mail my receipt to my address

How would you like to pay for your sponsorship?

check

credit card

Please return completed form with a check to Lane County Animal Services, 3970 W. 1st Ave., Eugene, OR 97402. Credit card payments can be made in person at the shelter, or on-line at: [www.lanecounty.org/animals/documents/donations](http://www.lanecounty.org/animals/documents/donations). If you prefer to pay for your sponsorship online, you can email the information on this form to [lcas@co.lane.or.us](mailto:lcas@co.lane.or.us).



**GINGER** is an outstanding off leash hiking/trail companion. She has been overlooked since AUGUST! Please help Ginger find her forever family at last... she has been in foster for 5 long months waiting for someone to see the special star that she really is. #0908-0395  
Rebecca Leake  
Ginger's Proud Sponsor

**BENNY** the Beagle is adorable from his black button nose to the tip of his tail. Did we mention that he is house trained, easy to walk and an expert snuggler? This beagle truly has it all! #0902-1445  
We sponsored Blackie last month, can you sponsor Benny?  
Linda Yeager and Collette Charly

**OPTIMUS PRIME**. Yes, LCAS even has bunnies! OP is a Rex rabbit, which means he has an incredible, dense coat just like rich velvet. We have rabbits, Guinea pigs, rats and even gerbils for adoption. Save a Life: Adopt ALL your pets from shelters! #0902-1471  
I could use a sponsor  
Call LCAS at 602-3647

**OPTIMUS PRIME** is a typical Doberman - sensitive and looking for 'his type'. If you are experienced with these noble-yet-delicate dogs, you'll love DeSoto. He is exquisitely trained if you have a gentle hand. #0901-1310  
Eugene Kennel Club  
is my sponsor

**BETH** is a pure white angel and is still just a kitten. She is playful and silly, and love racing around the catter playing with her toys. Come meet this darling with expressive citrine eyes. #0910-0729  
I could use a sponsor  
Call LCAS at 602-3647

**BONITA**. This teeny tiny Chihuahua is looking for a new home. She loves to be carried around in your arms, and enjoys being dressed up nice and warm like the little princess that she is. #0902-1489  
Refluxology by Susan  
is Bonita's sponsor

**SARA**. What a catch! Sara is a petite 40 lbs., and has all the training she needs under her belt already! She is housetrained great with other animals and knows a ton of tricks. If you want to adopt a Pit Bull type, Sara is your girl! #0901-1271  
Lucinda & Darren Sparks  
Sara's sponsors

Poor **FORBES** just can't get lucky break! He was whacked by car fan belt, exposing the tendon in his leg. Now that he has healed no one is adopting him because he's "just" a plain black cat. Please come give Forbes a chance! #0901-1260  
sponsored by a pet owner who wants to Remain Anonymous