



We Have Big News to Share!

If you're hearing from us for the first time, Palm Valley Animal Society (PVAS) is the shelter of record for Hidalgo County and 6 municipalities in the Rio Grande Valley. We've faced some challenges in the last couple of years, including an unsustainable euthanasia rate and significant lack of resources... but things are looking up!

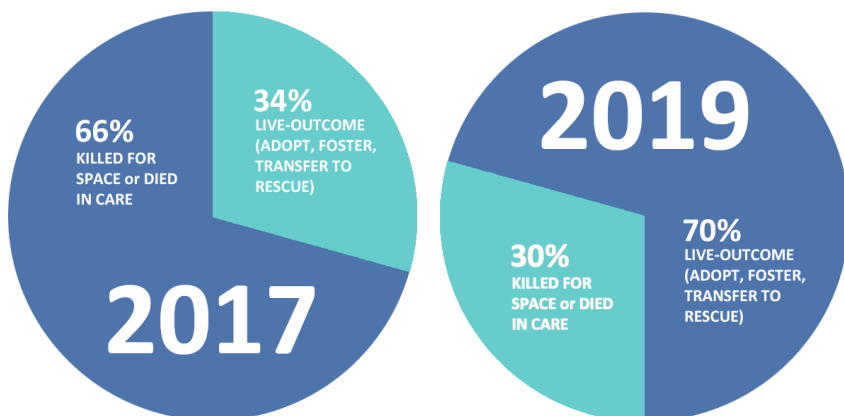


We asked for help last year, and several national animal welfare organizations stepped-up. American Pets Alive was here for a few months, and Best Friends Animal Society—funded by Maddie's Shelter Project in the Rio Grande Valley—has been on-site since July 2018, providing support for shelter operations, business management, and financial planning. During that time we've made many positive changes, including:

- Increased Lifesaving Numbers
- Exciting Name Changes
- New Hours of Operation
- Partnership with Maddie's Fund and Best Friends
- Groundbreaking Community Cat Program
- ...and more!

We're committed to leading the way toward a no-kill Rio Grande Valley, and with your help we know we'll see the day when no shelter animal is killed due to lack of a home.

INCREASED LIFESAVING NUMBERS



In 2017 PVAS saved 34% of the animals that entered the shelter. 29,800 animals came in that year, and only 10,000 left the shelter alive. We asked for help in 2018, and as of September – with help from the communities we serve and our lifesaving partners — we've saved 70% of the animals that entered the shelter in 2019, an increase of 36%! Our goal is to save 90% or more of the animals in our care. We're on our way to meeting that goal, and with your help we know we'll get there!

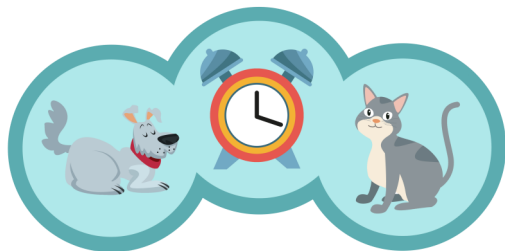
Exciting Name Change!

Palm Valley Animal Center is now Palm Valley Animal Society! The Board of Directors voted unanimously in favor of the name change in August 2019. Our municipal facility, formerly Palm Valley Animal Center, is now Trenton Center, and the Laurie P Andrews PAWS Center is now the Laurie P Andrews Center, both facilities of PVAS. Our new identity marks our commitment to lifesaving as a united organization. It's also a celebration of the communities and partners working with us to save lives for good in the Rio Grande Valley!



New Hours of Operation

We're pleased to announce that starting December 1, 2019 both of our facilities will be open from 11:00 AM—7:00 PM, 7 days/week, 365 days/year. That's an extra hour each day (and three on Sundays), plus every standard business holiday, for finding your new best friend!



Partnership with Maddie's Fund & Best Friends Animal Society



Maddie's Shelter Embed Project
in the Rio Grande Valley



Best Friends Animal Society
National Embed Program

Best Friends Animal Society's National Embed Program sends experienced Best Friends staff members to work with partner shelters facing challenges. Data compiled by Best Friends indicated that Texas had the largest "lifesaving gap" in the US (lifesaving gap = animal intake vs animals killed, or "noses in vs noses out"), and Edinburg had the largest gap in the state. They sent specialists in shelter operation to Edinburg to work with PVAS in 2018, and lifesaving increased by more than 25% that year. In 2019 Maddie's Shelter Embed Project provided \$1 million in support to fund



embedded leadership staff members in Edinburg, including an Executive Director, a Shelter Manager, an Operations Director, and a Veterinarian. In addition to financial support for supplies, equipment, and facilities upgrades, Maddie's funding covers the salaries of embedded staff at no cost to PVAS. Going forward, Best Friends development specialists will work with PVAS staff and board members to create a 5-year plan that will increase fundraising to support the organization's ongoing lifesaving efforts after Best Friends departs in 2020.

We asked for help and Maddie's and Best Friends heard the call. In 2018, with their support, we made a commitment to reaching no-kill. The challenges we face in Hidalgo County are more than we can meet alone, however—it will take the combined efforts of all the communities we serve to reach our goal. Together we can make the changes necessary to save every animal that can be saved in the Rio Grande Valley!



It's About Time!

RESIDENTS EMBRACE NEW WAY OF SAVING
THE COMMUNITY CATS THEY LOVE

"It's about time someone did something!"

That was the text received by Community Cat Program (CCP) team members just three weeks after launching their program. CCP Manager Marla Browne says those simple words reflect the wholehearted welcome that community residents across the Valley are giving to a program that saves feline lives and changes human ones: trapping community (often called "stray" or "feral") cats; spaying or neutering and vaccinating them, then returning them to their original locations.

One of those very special caretakers feeds a colony of about 15 cats on Main St. in McAllen. After a few cats (and complaints) came in from that location by animal control officers, CCP team member and native McAllen resident Sarah Kowalski went to talk to the complainant and the caregiver. Sarah returned the first cat spayed and vaccinated to the area, addressed the complainant's issue with the cats scratching up the car and peeing on their front door, and reunited the caregiver with a cat for whom she has cared for fifteen years.

"When cats like these are brought into shelters," says Marla, "we break the human-animal bond that we may not have known existed. And these cats rarely leave the shelter alive. With this program we solve both those problems!"

You can be a problem-solver, too!

- Donate canned wet cat food or canned mackerel
- Make a cash gift to support the program
- Volunteer now (to care for cats after spay/neutering)
- Volunteer later this fall (watch for announcement) to help with cat trapping
- Be an ambassador: let neighbors, friends, and family know about the program

About volunteering: pvastx.org/volunteer.

To donate food: text (preferred) or call 956-249-0117 or email cats@pvastx.org.



Initiated in July 2019, Best Friend's Community Cat Program in Edinburg represents an agreement between Best Friends, PVAS, and the City of Edinburg (in addition to the Best Friends/Maddie's Fund Embed Program) that includes \$1.6M to fund staffing, vehicles, and supplies in support of a trap-neuter-return program for the purpose of reducing community cat populations and feline shelter intake. Goals include achieving a 90% save rate for cats and spay/neuter and vaccinations for 16,500 cats. The program is funded through 2022, after which PVAS will assume implementation.



PALM VALLEY ANIMAL SOCIETY: WHAT'S NEXT?

OUR VISION



IN EVERY HOME

We know our community is filled with families that love their pets. Reaching out to them to join us in reducing unnecessary killing is one way we're going to save them all.

IN EVERY NEIGHBORHOOD

Grass-roots efforts to engage households street-by-street will empower Valley residents to become part of our lifesaving mission. Neighbors connecting with neighbors is the key!

ACROSS THE VALLEY

Working together we will set an example of lifesaving for other organizations across the Valley. With your help PVAS will be the standard-bearer for progressive animal welfare.

YOU CAN HELP



ADOPT / FOSTER / RESCUE

Spread the word about homeless animals in Edinburg, adopt instead of shop, provide a foster home, support our rescue partners.

VOLUNTEER

There are dozens of ways you can be part of our mission—visit pvastx.org/volunteer for more information.

DONATE

Support PVAS with a one-time or monthly donation to help cover the costs of care, medical treatment, vaccinations, and surgeries.

Save the Date!

The 11th Annual Puppy Love Gala will be February 29, 2020 starting at 6 p.m. at the Mission Events Center in Mission, TX Help us make the leap to lifesaving by sponsoring, donating auction items, and attending this festive event that will include a beautiful new venue, more tables, fabulous food, one-of-a-kind auction treasures, and our first-ever after party! For more information visit pvastx.org/puppylove or contact the shelter at (956) 686-1141.

