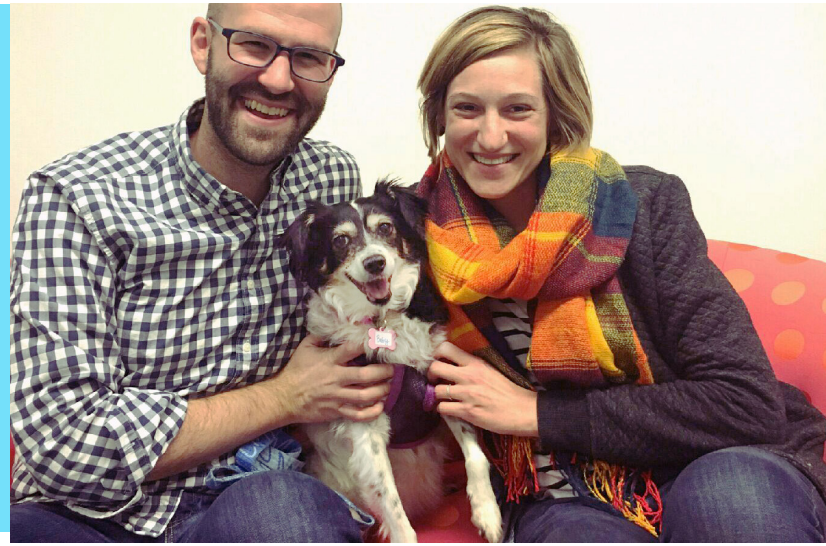




MUTTVILLE®
senior dog rescue

muttville.org/media-kit
The Story of Muttville

The Story of Muttville



Muttville began when Sherri Franklin, a long-time animal advocate and shelter volunteer, decided to do something about a situation that had upset her for years: older dogs in shelters didn't get adopted. In fact, some shelters didn't even offer them for adoption. When they came in they were automatically euthanized. It was assumed that no one wanted them.

Sherri loved those older dogs, and for years, she brought home as many as she could and took it upon herself to find them loving adopters.

In 2007 she made it official. Muttville was born. Her house became mutt heaven. Dogs lounged everywhere — on chairs, sofas, and the many dog beds scattered in every room. Volunteers, fosters and adopters came in and out, joining the cause. That first year, Muttville

rescued 27 dogs. The next year, 122. Its third year, 235.

In 2017, 10 years later, Muttville celebrated its 5,000th rescue.

At Muttville headquarters, a facility leased from the SFSPCA since 2012 – dogs stroll from room to room, nap in beds under desks, perch on sofas and chairs, groove to the music softly playing everywhere. It's not that different from Muttville's original setup at Sherri's house, and it's unlike any shelter you've ever seen. "I didn't want to come in because I was afraid it would be depressing," said a recent visitor. "It's the happiest place I've ever been!"





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When a dog arrives, it gets the “Muttville Make-over,” a wellness exam, medical treatment, grooming, and lots of love. As soon as the dog is able, it goes to a foster home where it can relax and get used to domestic life. Fosters bring their dogs to weekend adoption events and they are snatched up!

Sherri knew that senior people especially benefited from the company of a senior dog. Muttville began to reach out to senior living facilities to encourage seniors to adopt.

“A senior dog is the perfect companion for an older person,” says Sherri. “They’re usually mellow, need less exercise and they love to cuddle. They encourage their people to be more active. And they open up all kinds of social interaction with everyone they encounter. It’s a perfect match!”

The Seniors For Seniors program has two parts. To encourage older adopters, Muttville waives the adoption fee, supplies the first month of food and medicine, and guarantees that if, for any reason, the person becomes unable to care for the dog, Muttville will take it back. And to help seniors who can’t adopt a dog, Muttville hosts regular “Cuddle Clubs,” where senior groups come to hang out with the dogs and each other.



Top right: a Seniors for Seniors adopter.
Above: Tulip gets a checkup in the vet suite.
Right: Magnolia, a Hurricane Harvey refugee, gets a little loving.



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A shelter for senior dogs was a new idea. Existing rescue organizations, reluctant as they were to pass over the seniors, had a long-standing strategy to deal with homeless animals: start with the easy cases – the puppies and purebred animals – and work back to the hard cases – the seniors. The problem was so overwhelming that nobody ever got to the hard cases.

Muttville took the reverse tack. They started with the seniors, created a market for them, and found homes for these previously unadoptable dogs. As a result, seniors are saved from euthanasia and space opens up in other shelters.

During 2017's Hurricane Harvey in Texas, shelters and rescue workers were overwhelmed. Muttville flew in with other Bay Area rescue organizations to clear Texas shelters of the animals already there in order to make room for the influx of evacuees. Muttville took every available senior dog.

Later, Muttville heard from a Texas emergency responder, a vet assistant: "Thank you from the bottom of my heart," she wrote. "Two of the most difficult cases went home with you. It's been a long time since I've cried happy tears, but I am so grateful."

Muttville has been an innovator from the beginning. Because seniors often need medical care, Muttville realized they could save time and suffering with an in-house vet suite. They have a full-time veterinarian on staff; the facility is cage-free; foster homes are the primary housing for the dogs; and other steps toward adoption are streamlined and the dogs' length of stay is minimized.

Muttville HQ is at maximum capacity. The space has become a community center, hosting groups of seniors, kids, corporate teams. Hundreds of regular volunteers help out with everything.

"The word is spreading!" says Sherri. Shelters are not just sending us their seniors - they're offering

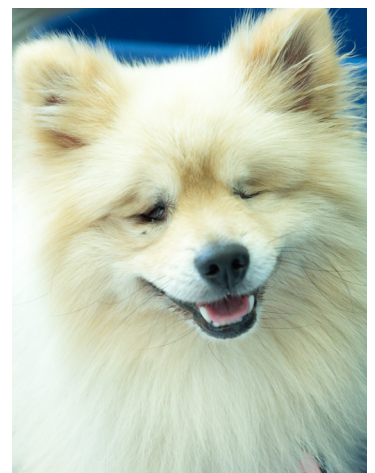


Muttville founder Sherri Franklin and Blake

them themselves for adoption. And people are coming in asking specifically for seniors. We've made senior dogs sexy! "

There's still much Muttville wants to do: introduce more people to the joys of seniors dogs, host more Cuddle Clubs, host more kids, offer more advice and education, and help other shelters implement the innovations that Muttville pioneers.

And, of course, rescue more dogs. They have created fans of senior dogs everywhere. In the words of an adopter, "Thank you for introducing me to the love of my life."



Leo, Muttville's 5,000th rescue!



Stella came to us from Yolo county. We're used to seeing dogs in bad condition, but Stella, an Aussie mix, was a shock. She was the victim of a lifetime of cruelty and neglect. She had been living in her own urine and feces, and she was covered in sores, underweight, and plagued with infections. Yolo County Animal Services seized her from her horrific situation, but at the shelter, it was clear she didn't stand a chance to be adopted. She was shivering with fear, looked shockingly abused, and most difficult of all, she was ten years old. Muttville got the call.

Muttville gave her the medical care she needed and found her a loving foster family who could nurse her back to health. At first, she was extremely shy and timid. "She didn't quite understand how to cuddle," said her foster, "but it seemed like she wanted to (she just didn't know how). Now she cuddles every night and grows more and more affectionate, her tail up and wagging, every day. She truly has a heart of gold." The foster family couldn't resist. They adopted her.





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2016 STATS

- 919 dogs rescued
- 13 fulltime employees
- 1000 volunteers
- 632 foster home placements
- 67 corporate group visits
- \$3,000,000 annual budget

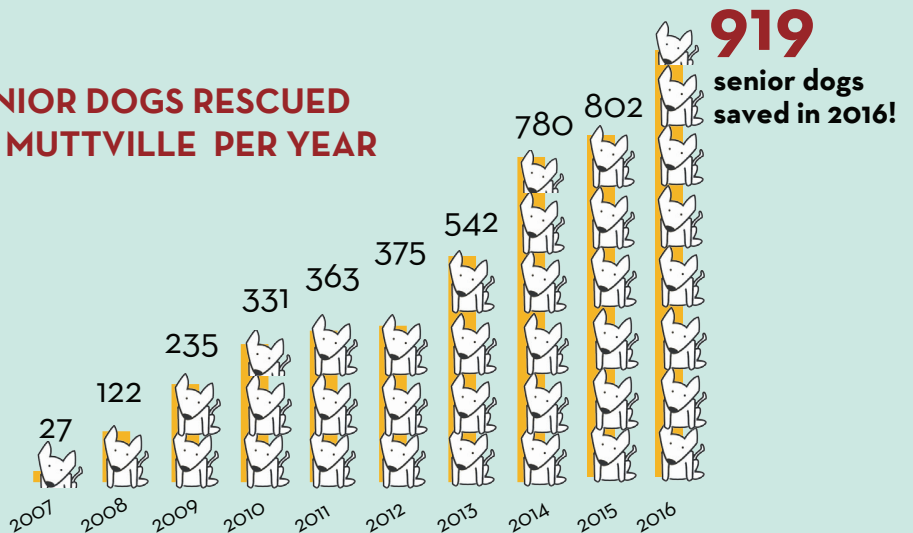


RESCUED! 2007 - 2016

Senior dogs rescued by
by Muttville are

7 years & older

SENIOR DOGS RESCUED BY MUTTVILLE PER YEAR



Muttville founder Franklin accepting the 2016 CNN Hero award from presenter Neil Patrick Harris.

[The hundreds of emails] “say essentially the same thing: ‘Please save this dog or it will die.’”

The Mercury News

“‘They look bad in the shelter.’ Of course they do. They’re abandoned, lonely, frightened and heartbroken.”

Los Angeles Times

“Senior dogs still have love to give.”

USA TODAY

“San Francisco’s favorite charity.”

San Francisco
magazine



Muttville has received two Innovation Grants from the Pedigree Foundation, as well as grants from Maddie’s Fund, the ASPCA Foundation, Thelma Doelger Trust for Animals, the Levi Strauss Foundation, and Chase Community Giving.



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