

Take Action: Greyhound Rescue

By: Sara Lee Donovan



Step 1: Identify your Concern

For my take action project I have decided to look at retired greyhound rescue organizations in Canada. I became interested in retired racing greyhounds in 2005 when I encountered my very first one. Quite large, and unusually timid I was surprised to discover how gentle and incredibly lazy this once racer was. In the summer of 2010, I adopted my first retired racing greyhound, Dark Star, or as he's better known off the track, "Danny." It was during the adoption process for Danny that I was overwhelmed by the devotion of the organization's volunteers. Dedicating their

homes, vehicles and their lives to ensuring that each rescued greyhound doesn't just find a home, but rather their "forever home," I was astonished at the altruism.

The current shift in American gambling culture over the last decade has resulted in the closure of the numerous tracks around the United States. When tracks close the number of dogs that need homes significantly increases and many Canadian as well as American organizations work hard with the tracks to ensure that every adoptable greyhound finds a home. While I am unsure to as whether or not tracks provide any monetary assistances to American organizations for their facilitation of a humane disbursement of the dogs, I know in Canada that these organizations depends solely on the generosity of others and fundraising.

By "taking action" I am hoping to raise awareness, and debunk many of the myths surrounding the breed, and raise funds to donate towards these organizations noble endeavors

Step 2: Research Your Concern

Prior to beginning this project, it is important to note that I began with an extensive background with regards to the breed, as well as the development of the greyhound racing industry in the United States and the adoption programs that have surfaced. However, this take action project allowed me to investigate several aspects of greyhound racing and the programs for retired racers that I previously had not considered. The majority of my research was conducted through online searches of various databases. To get a more rounded perspective of the greyhound racing industry, the better part of my time was spent on racetrack and other pro-racing websites in an attempt to try to get an understanding from the other perspective. The other perspective, of course, being that of criticized track and industry. This part of the research was very insightful. I discovered a lot of information about the conditions of the tracks and the regulations that govern them. Furthermore I learned that there is, in fact, one greyhound race track that is in operation in Canada which is contrary to the upheld idea that it is illegal across the country. Below, I have included two interesting pieces of information that I came across:

The Legalities of Greyhound Racing in Canada

While it is a common assumption that greyhound racing is illegal in Canada, it is an incorrect one. Greyhound racing is legal in Canada, however, it remains unlegislated. Curious as to whether or not there are any operating greyhound racetracks in Canada, I began a search. Much to my great surprise, there is one track (that I have found) that races greyhounds in Canada. Located in Sylvan Lake Alberta, the Calida Greyhound Race Track boasts 'Good Family Fun'. Oddly enough, this track was very difficult to 'track' down. It was only through the Northwest Greyhound Rescue League website that I able to find it.

Was there racing on the East Coast?

My research as to whether greyhound racing ever occurred on the east coast of Canada yielded no results. However, just because I found no written evidence of it that does not indicate that racing in this region did not exist. An art exhibition at the Beaverbrook Art Gallery titled “Glorious Light: The Stained Glass Of Fredericton” by John Leroux was comprised of photographs of stained glass found throughout Fredericton. One particular photograph from the collection taken at home on Brunswick Street, displayed a greyhound and a hare; two traditional symbols associated with greyhound racing.

Step 3: Find Out Who Supports You

Fortunately, there are numerous agencies within Canada that assist in the adoption of racing greyhounds ready for retirement. For my take action project, I decided to get in contact with two greyhound adoption organizations. The first organization, based in Winnipeg called Hi-Speed Hounds (where Danny was adopted from) and one local rescue called Maritime Greyhound Adoption Program (MGAP) based out of Moncton. I received permission from these organizations to use their contact information and logos in my advertising.

In addition to these groups I plan on reaching out to local businesses for donations. I will be contacting the following companies:

Global Pet Foods (Regent St. Fredericton)
Pet Smart
Flight of the Eagle Fine Jewelry
Tissage Magély Weaving
Lavish Hand Crafted Soap
Rustic Pewter
Family Favorites
Pleasant Vale Maple Products

Pet's Unlimited
Rooms to Remember
Joe's Wood Working
Keswick Heart's and Crafts
Nikki's Bathbombs
Van Dyk's Wild Blueberry Juice
Kaleidoscope Jewelry
East Coast Candles

In addition to the support from these businesses, I will be enlisting the assistance of my friends and a couple of my classmates, who are supporting a similar cause (retired harness race horses).

Step 4: Create a Plan

For this project I have decided to work on my own. I plan on having a minimum of fundraising activities. Below I have outlined these activities and the steps necessary to implement the plan.

Fundraising Activity One

The first activity will be creating and selling tickets for a raffle basket. To create this basket I will contact local businesses for donations. To avoid as much hassle as possible, I will be directing my focus at Boyce Farmers Market vendors for contributions. Being independent businesses, donations they make will not have to go through a corporate committee for approval. This will increase the chances of my basket being completed in a timely fashion. If I am unable to collect a satisfactory amount of donations, I will be subsidizing the basket out of pocket.

Steps:

1. Draft a letter to individual businesses.
2. Call businesses and arrange to meet with the proprietor.
3. Meet with proprietor to discuss the fundraiser and possibility of donations (Give them letter).
4. Collect Donations
5. Hand deliver personalized "Thank you" cards to businesses.
6. Build basket
7. Design tickets – print, and bind (Print at library).
8. Distribute tickets to friends to sell.
9. Sell my own tickets
10. Arrange to sell tickets in a public setting
11. Collect tickets from friends (Thursday, March 29th 2012)
12. Hand deliver personalized "Thanks you" cards to friends
13. Draw tickets
14. Contact Winner and arrange basket pick up.

Fundraising Activity Two

In addition to the basket, I will be organizing a bake sale. Since doing a bake sale independently, demands a significant amount of time, I will be consulting with two other members of the class to see if they are interested in doing a bake sale together. Fundraising for retired harness race horses, this group's goal shares numerous similarities with my own cause, and I feel the partnership will work well in gaining donations.

Steps:

1. Meet with Retired Harness Race Horses Group (select date, price, and type of bake sale, etc).
2. Send out an Education wide e-mail advertising the bake sale.
3. Bake.
4. Package.

5. Transport.
6. Sell.
7. Divide money collected between groups.

Awareness Activity

In order to promote greyhound rescue awareness, I will be designing and distributing bookmarks. The goal of these bookmarks is to stimulate conversation, and to share information about local greyhound rescues and, more importantly, the breed. For this I will need permission from MGAP in order to use their contact information. These bookmarks will be printed at a professional printing service, either at UNB Printing and Imaging Services or Staples depending on price. Both businesses will be contacted for quotes.

Steps:

1. Contact MGAP – inform them of my intentions with regards of the bookmark.
2. Contact the provincial MGAP representatives to confirm I can use their contact information
3. Design bookmarks – Microsoft word, image, slogan...etc.
4. Have bookmarks approved by MGAP.
5. Contact the University of New Brunswick's Copying and Imaging department for price quote.
6. Call Staples for price quote.
7. Select the most inexpensive imagining service, and order bookmarks.
8. Distribute bookmarks with the sale of the raffle basket ticket, and bake sale.

Fundraising Activity Three (Time permitting):

For this fundraiser I will require the cooperation of the service industry as I hope to have a drink-special fundraiser at one of the local pub or bars. For this I will be contacting some local drinking establishments and will attempt to arrange a drink-special night, with a portion of drink special sold going towards greyhound rescues.

Steps:

1. Draft a letter to individual businesses.
2. Call businesses and arrange to meet with the proprietor.
3. Meet with proprietors to discuss the fundraiser and interest in supporting the event.
4. If they are interested in supporting an event, find out if there are any special permits required. Select a date, and confirm what the special will be and the percentage that would be donated towards my goal.
5. Advertise on the radio
6. Design an advertisement for (The Aquinian, and for The Brunswickan).
7. Submit advertisement
8. Design flyers for the event (include: time, date, location, cause, my contact e-mail for questions)
9. Contact the University of New Brunswick's Copying and Imaging department for price quote.

10. Call Staples for price quote.
11. Select the most inexpensive imagining service, and order bookmarks.
12. Distribute and hang flyers
13. Have the event.
14. Hand deliver personalized “Thank you” cards to business, and people involved.
15. Send money to MGAP.

Budget

Primarily the funds will be used for printing informational bookmarks, ballots, and will also be used to subsidize the raffle baskets if donations are low, and provided foundational support for the bake sale.

Budget amount: \$70

Approximate outline of expenses

Thank you cards	\$6.00
Bookmarks	\$22.00
Basket	\$12.00
Blanket (basket)	\$15.00
Baking Supplies	\$20.00
Total Spent:	\$75.00 +

Step 5: Take Action

Fundraising Activity One: Raffle Basket

For this fundraising activity I began by drafting a letter explaining who I was, what I was doing, who I was doing it for, and asking if they would be interested in donating. After I completed the letter, I called several local businesses and asked to speak with a manager to arrange a meeting to discuss the fundraiser. However, due to time constraints my progress with these larger companies was limited as they need corporate approval before donating to any cause and this could take several weeks. With that information, I turned my interest to several local businesses, specifically those at the Boyce Farmers Market. I called many of the businesses and explained what I was hoping to accomplish and many were willing to donate. For the ones I was unable to contact by phone I printed off general letters outlining my intentions and brought them with me to the market.

At the market things went extremely well, as many people gave generously to the basket. These are the businesses who donated, to which I owe a tremendous thanks:

Global Pet Foods (Regent St. Fredericton)
Keswick Heart's and Crafts

Lavish Hand Crafted Soap
Nikki's Bathbombs

Rustic Pewter
Van Dyk's Wild Blueberry Juice
Family Favorites

Kaleidoscope Jewelry
Pleasant Vale Maple Products
East Coast Candles

It was at the market that I learned a lot more about raffle baskets. This drastically changed the progress of the basket section of my take action project. I learned sections 206 and 207 of the Criminal Code of Canada, require the provincial registration of all charitable lotteries, including raffle baskets.¹ Surprised, confused and worried, since I had already collected approximately \$75.00 worth of donations, I began my research into New Brunswick Lottery Law. From this I learned that by not registering my lottery I was committing a federal offense, and so began the process of registering.

The process of registering forced me to change my original draw date from March 20th, 2012 to March 30th, 2012 as applications can take anywhere from two to four weeks to process according to the Department of Public Safety. In addition to registering my basket, I had to create a committee, as individuals working independently are unable to apply for Charity Lottery permit. For my committee I contacted some of my friends who were going to sell tickets for me and soon we created "Greyt Friends"!

Another snag that I encountered with the registration of my basket was that lottery licenses are governed provincially (meaning all money raised from the charity lottery must go back into a charity within the registering province). All the donations raised through the raffle basket are obligated to be given to the Maritime Greyhound Adoption Program. This was in conflict with my original plan; to divide the funds between the two organizations.

After creating my committee and ensuring that my "ducks were in a row" I submitted my lottery registration in person (to speed up the processing time) on February 15th. When I submitted my registration I was told that it would probably take a week, however the very next day I received a call saying that my permit was ready and I could pick it up at my convenience! On Tuesday, February 21st, I began selling tickets (in accordance with the permit registration regulations).

After completing this considerably unaccounted for step, things proceeded according to plan. Thank you cards were hand delivered to vendors, the basket was constructed, and tickets were designed, cut and bound, all in accordance to provincial regulations. Steps 11 – 14 have not been completed to date (March 19th). (See attachment I & II for basket and tickets)

Fundraising Activity Two: Bake Sale

The bake sale went according to plan. We scheduled a travelling bake sale for Wednesday, February 22nd. This bake sale moved around Marshall D'Avery Hall on UNB campus, each item had a predetermined price. This plan changed drastically. While we did stick to the plan for the first part of the day, Sarah-Lynn Hunziker and I decided to move the bake sale to St. Thomas

Permitted Lotteries

Specially section 207b. for a charitable or religious organization, pursuant to a license issued by the Lieutenant Governor in Council of a province or by such other person or authority in the province as may be specified by the Lieutenant Governor in Council thereof, to conduct and manage a lottery scheme in that province if the proceeds from the lottery scheme are used for a charitable or religious object or purpose; Department of Justice, Criminal Code of Canada (R.S.C. 1985, c. C.46) , accessed February 11th, 2012 <http://laws-lois.justice.gc.ca/eng/acts/C-46/page-101.html#docCont>

University campus and eliminated the predetermined pricing, opening it up for general donations. "Give what you want, take what you like." This strategy worked extremely well, as we travelled around buildings with offices, offering our baked goods to professors and administrative professionals.

Arriving at an ideal time, approximately 10:15 am, we were able to catch numerous people getting ready for their coffee break and looking for something to snack on! McCain Hall, which was the first building we went to, does not have cafeteria, or canteen, so we had a monopoly on the building and did exceedingly well. The other buildings on STU's campus that were canvassed included: Sir James Dunn Hall, Edmund Casey Hall and George Martin Hall.

For this activity I made the following (approximate numbers):

- 32 Mars Bar Squares - 24 Breakfast Muffins - 40 + Oatcakes

Fundraising Activity Three: Drink Special Fundraiser

As predicted I did not have time to attempt this fundraiser. However, after all the formality with the raffle basket I am not too distressed about this.

Awareness Activity: Bookmarks

This section of my take action project went perfectly according to plan. Staples proved to be the more affordable and for that matter the faster option for printing. I was given permission from MGAP, to use their logo and contact information, and my past experience in advertising made the process of designing quite easy. (See attachment III)

Step 6: Evaluate the Plan

Since the action I took had several different strands I felt it was best to evaluate each section individually, and then provide an all-encompassing evaluation.

Fundraising Activity One: Raffle Basket

This activity is still up and running with the draw date fast approaching. This part of my take action project plan was the most challenging as it demanded a lot more logistical work than I had anticipated. When I reflect on the initial stages of the activity, especially the registration, I have mixed feelings. Partly, I am pleased that I made it through the process and have learned a considerable amount about what is required to organize a charity basket. However, I also find myself bitter, with the tedious requirement that is in place for such fundraising. It really makes charitable efforts challenging and definitely will impact my decision to fundraise using a lottery again. Through my struggle I now have a newfound appreciation for various charities and will hesitate less when it comes to purchasing raffle tickets.

Fundraising Activity Two: Bake Sale

This was a very positive experience for me. People seemed more interested in talking about the cause during the bake sale then during the sale of tickets for the raffle basket. The ratio financial gain compared to the amount of time spent in preparing was also significantly greater. While

both parts of this plan worked well, travelling to St. Thomas University campus definitely pushed this activity into a higher category than expected. Currently, the funds raised through this activity, after being divided are fairly similar to the amount I have gathered through the sale of tickets... I find this slightly disheartening, and has me re-evaluating the raffle basket decision (we just have to see how well the ticket sales do between now and March 30th).

Awareness Activity: Bookmarks

The bookmark portion of my take action project did as I expected. While I do not think I have influenced anyone's decision to adopt a greyhound, I have been asked questions about the breed which was ultimately their goal. This part of the project was probably the easiest. Designing the bookmarks was enjoyable and the cost of printing was reasonable. I am very happy that I contacted more than just one printing business. I did not really hit any obstacle with this section; it was pretty straight forward, with no unforeseen challenges or problems springing up.

Overall

By and large, this was a positive experience. Even at the worst of times, the knowledge that I would be contributing to these wonderful organizations made it worth it. Although it was not as easy as cutting a check, it was rewarding. I think in the future I may take a different approach, I might create and sell products and donate the profits. This project brought out the best of my friends and colleagues demonstrating the generous nature of people. I realized how willing people can be to help, regardless of what is needed, and how truly generous the Fredericton community is.

Step 7: Apply your Learning

This particular take action project has several links to the Foundation for the Atlantic Canada Social Studies Curriculum, and can be connected to the following Essential Graduation Learnings, and General Curriculum Outcomes² :

Essential Graduation Learning

Citizenship

Communication

Personal Development

Problem Solving

Technological competence

General Curriculum Outcomes

Continuity and Change

Interdependence

Culture Diversity

Citizen Power and Governance

This take action project would be great in the classroom in the sense that it could easily touch on

² Foundation for the Atlantic Canada Social Studies Curriculum Accessed, March 13th, 2012
<http://www.gnb.ca/0000/publications/curric/social.pdf>

the history, economics, law, philosophy, politics, culture, and international relations to study the charity and by extension greyhound racing, covering a large portion of disciplines that make up social studies. Juxtaposed to this is viewpoint, the topic is rather narrow and may alienate people in the class who are not passionate about the subject. This is problematic as something of this magnitude is only really enjoyable if everyone buys in, and does what they can.

In a classroom setting, a broader topic or charity should be preferred as in the SPCA, or a perhaps a community clean up. While I will probably not recreate this particular take action project in the classroom, I will continue to support retired greyhound rescues organizations.

Attachment I: Raffle Basket



Attachment II: Raffle Tickets

Maritime Greyhound Adoption Program

Raffle Basket

Estimated Value: \$250

Name: _____

Phone: _____

E-mail: _____

Draw Date: Friday, March 30th 2012

Draw Location: Global Pet Foods

1111 Regent St.

Fredericton, N.B.

Permit #: 267967

Attachment III : Bookmark



Real Dogs Have Tattoos

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racing
Greyhound!**

Reasons to Adopt:

- They're Clean
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