

**Shake a Paw**<sup>®</sup>  
*Center for Rescue & Adoption*<sup>™</sup>



**2017**  
**Annual Report**

# SPCRA

*of New Jersey*

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*of New Jersey*

## Our Story

The Shake A Paw Center for Rescue and Adoption was opened in 2012. We are a 501©3 non-profit animal shelter.

We offer low cost vaccine clinics, spay and neuter services and daily adoptions of homeless, unwanted, and special need dogs.

Located inside our current Shake A Paw stores, we offer a selection of adult dogs, and sometimes even puppies for adoption.

We also accepted unwanted dogs from current New Jersey residents.

## Our Mission Statement

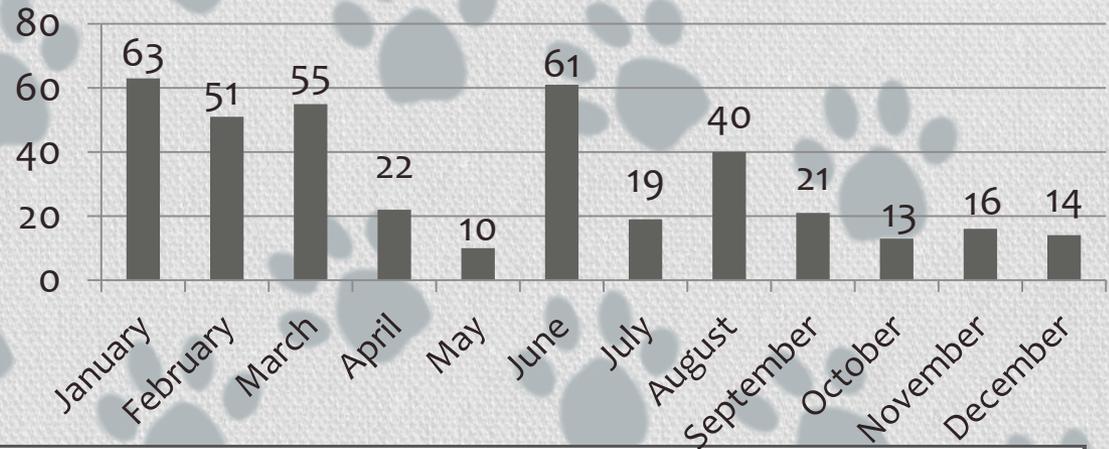
The Shake A Paw Center for Rescue & Adoption provides animal rescue, shelter and adoption services for homeless, abandoned and unwanted dogs and puppies.

Our Adoption Center strives to place all of our homeless dogs in a forever home.

We provide low cost vaccine clinics, this allow all pet owners the ability to keep their pets vaccinated and heathy. We encourage responsible pet ownership while reducing pet overpopulation by educating potential adopters about the many benefits of spaying and neutering their new best friend.

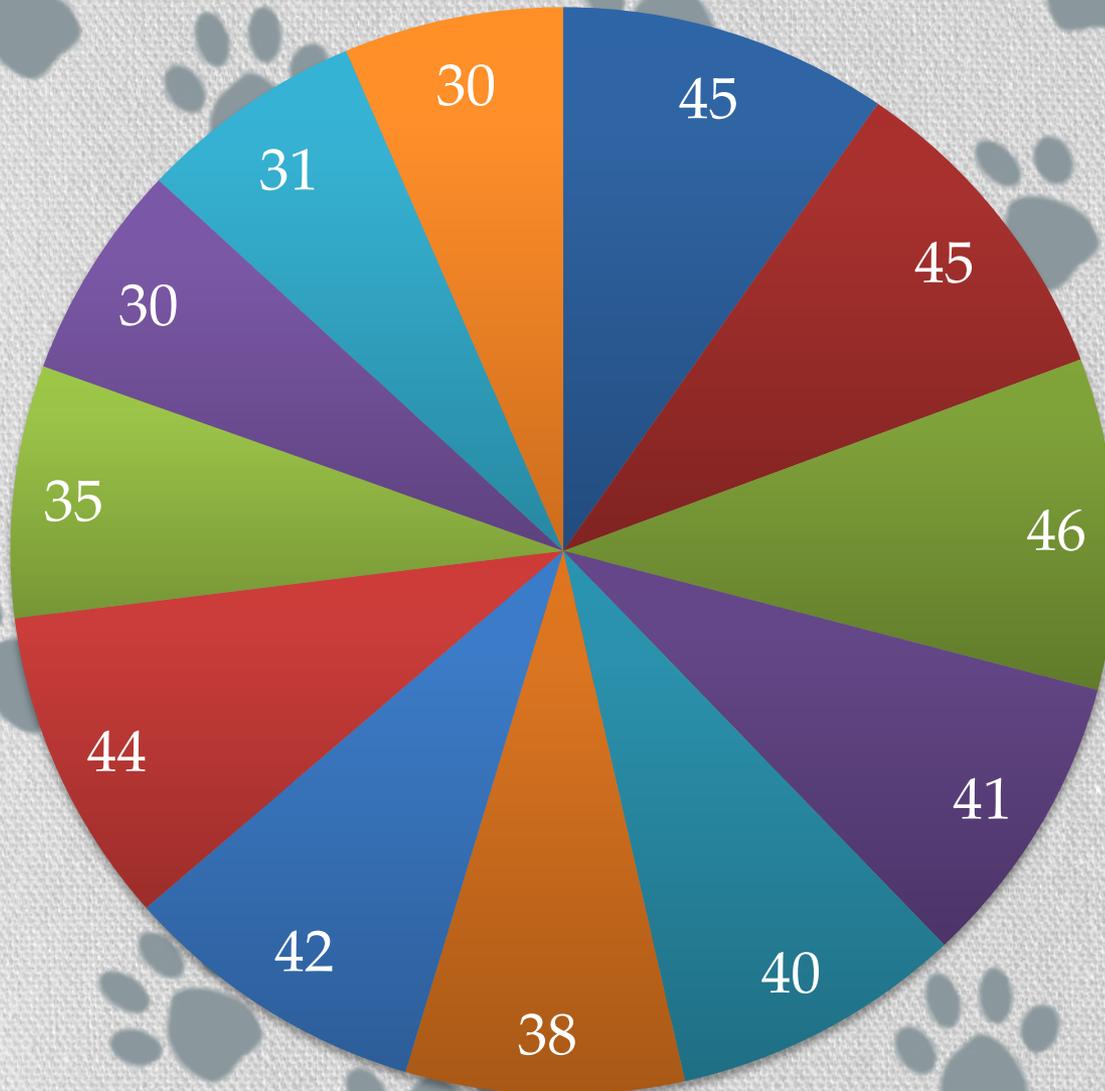
# How We Did in 2017

We rescued over 380 dogs in 2017. Once again, with an euthanasia rate of ZERO! We have saved, rehabilitated and rehomed every single animal brought into our facility in 2017.



Incoming					
	On Hand on Jan 1, 2017	Strays	Born in Shelter	Owner Surrender	Transferred In
January	11	0	0	9	43
February		0	0	11	40
March		0	0	10	45
April		0	7	10	5
May		0	0	4	6
June		0	4	10	47
July		0	0	11	8
August		0	0	8	32
September		1	0	10	10
October		1	0	5	7
November		0	0	4	12
December		0	0	6	8
<b>Totals</b>	<b>11</b>	<b>2</b>	<b>11</b>	<b>98</b>	<b>263</b>

# SPCRA 2017 Adopted Totals by Month



- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

# SPCRA 2017 Accomplishments

❖ We have conducted 12 Low Cost vaccine clinics at our facility, vaccinating over 300 dogs and cats!

❖ We donated accessories and food to the Union Sheriff's Office K9 Unit.

❖ We were recognized by the Bound Brook Police Department for our work at our Green Brook location.

❖ Being known in our community as non-kill shelter, many pet owners feel more comfortable and secure surrendering their dogs to us. In 2017 we had an increase of 68.97% of surrenders. We found a home for every single one.





2195 Route 22 West • Union, NJ 07083  
908-688-2600

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**LOW COST VACCINATION CLINICS**  
Located at  
**Shake A Paw Center for Rescue & Adoption**  
2195 Route 22 West • Union, NJ 07083  
**Now on Wednesdays** **Wednesday 6:30 P.M. - 8:30 P.M.** **Now on Wednesdays**  
January 4 • February 1 • March 1 • April 5 • May 3

**Veterinary services provided by**  
**Village Animal Clinic**  
Dr. Elaine M. Merriwether, DVM  
465 Chestnut Street • Union, NJ 07083 • 908-258-7963

<p><b>Happy Puppy Package</b> Under 12 weeks of age Distemper Combo (Vanguard Plus 5), Dewormer Medication \$47</p> <p><b>Happy Dog Package</b> Distemper Combo (Vanguard Plus SL4), Rabies Vaccine &amp; Dewormer \$54</p> <p><b>Happy Dog Plus Package</b> Distemper Combo (Vanguard Plus SL4), Bordetella Vaccine, Rabies Vaccine, Dewormer \$69</p> <p><b>Mandated Medical Waste</b> \$2</p> <p><b>Available Canine Services</b></p> <p>Rabies Dog &amp; Tag (1 year) \$19 Rabies Dog &amp; Tag (3 year) \$25 Distemper, over 12 weeks \$30 Lyme Vaccine* \$37 Bordetella (Kennel Cough)* \$26 Canine Influenza* \$39 Dewormer Medication \$22</p> <p><small>*Lyme, Bordetella, and Canine Influenza - Initial vaccination requires a series of 2 doses, administered 2-4 weeks apart. Annual re-vaccination of a single dose is recommended.</small></p>	<p><b>Happy Kitten Package</b> Feline Distemper Combo, Dewormer Medication \$47</p> <p><b>Happy Cat Package</b> Feline Distemper Combo, Rabies Vaccine, Dewormer \$54</p> <p><b>Available Feline Services</b></p> <p>Rabies Cat &amp; Tag (1 year) \$19 Rabies Cat &amp; Tag (3 year) \$25 Feline Distemper (FVRCPVR) \$30 Microchip \$42 Dewormer Medication \$22</p> <p><b>Mandated Medical Waste</b> \$2</p> <p><b>Heartworm Prevention</b></p> <p>Heartworm Blood Test \$27 Heartgard Plus (6 month supply) \$39 0-25 lbs. \$38 26-50 lbs. \$49 51-100 lbs. \$59</p>
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*Please have all dogs on leash and all cats in carriers.*  
**Cash and Credit Cards (Sorry...No Checks)**



# Some of our Special Adoptions!!

## ❖ Nova

1 ½ year old Pitbull rescue from Newark. She was malnourished and abused. Under our care and the love of our staff she recovered and was adopted by a loving family. Our Rescue Center manager visits with her often.



Nova was adopted by this beautiful caring family

## ❖ Max



Rescue Dogs  
3 Photos



A Chihuahua Mix transferred into our shelter was hit by a car. We were able to help him move around by getting him a cart

# Some of our Special Adoptions!! Born in Our Shelter

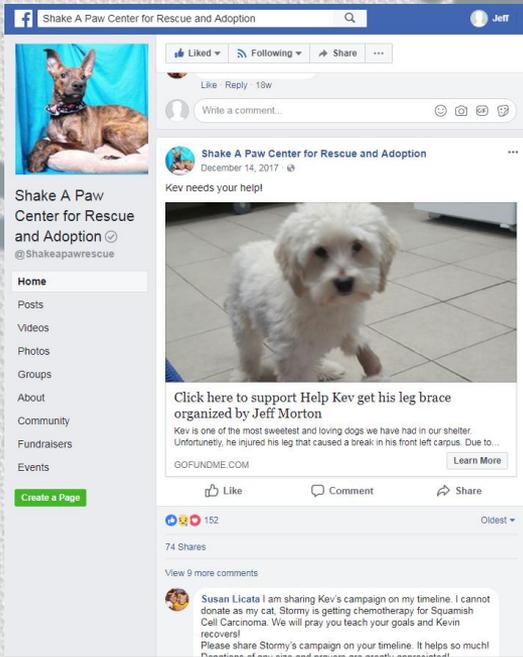


# What We Did, Where We Went in 2017

## Social Media:

SPCRA continued to maintain a **Facebook** page, which advocates not only our Adoptable dogs, but also our Off-Site Adoption Events, Special Adoption Events, Special Needs Animals, and News Articles related to Pet Ownership Responsibilities. Our Staff also posted information about lost and found pets to help reunite animals with their owners and a few adoptable dogs we were unable to take in due to size on behalf of their owners.

In 2017 we also made an **Instagram** page; in the 5 month we had our page we had 981 followers.



# Facebook



Social Network	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	3,104 % of Total: 15.46% (20,072)	70.68% Avg for View: 66.29% (6.63%)	2,194 % of Total: 16.49% (13,305)	36.79% Avg for View: 37.49% (-1.86%)	4.02 Avg for View: 4.49 (-10.45%)	00:01:41 Avg for View: 00:02:01 (-16.45%)
1. Facebook	2,950 (95.04%)	70.41%	2,077 (94.67%)	37.56%	3.97	00:01:39
2. Instagram	144 (4.64%)	74.31%	107 (4.88%)	22.22%	5.16	00:02:20
3. Twitter	10 (0.32%)	100.00%	10 (0.46%)	20.00%	3.90	00:01:27

# Instagram



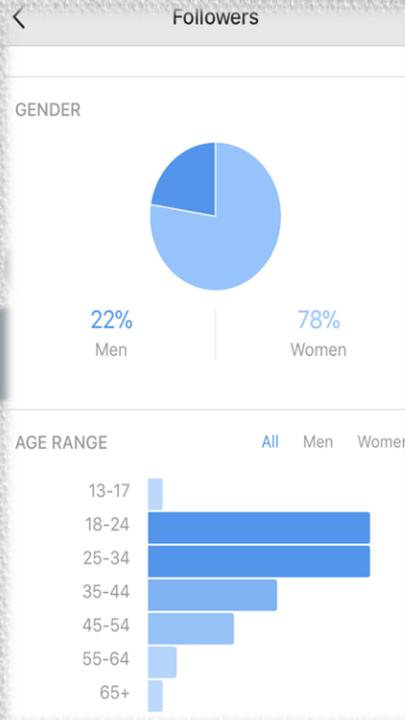
shakeapawrescuenj

123 posts 981 followers 1,968 following

Promote Edit Profile

Shake A Paw Rescue NJ  
Animal Shelter  
SPCRA where every dog goes home. Saving Lives Every Day for Rescue & Adoption 🐾 licensed 501(c)3 No-Kill Facility. Located in Union & Green Brook NJ.  
www.shakeapawrescue.org/  
2195 US Highway 22 W, Union, New Jersey

Call Email Directions



### Posts

Showing All posted in the past 1 year sorted by Engagement

### Posts

Showing All posted in the past 1 year sorted by Reach

# ❖ FEBRUARY

Our first 2017 onsite event was at the Super Pet Expo in Edison, NJ at the NJ Convention & Exposition Center. The largest pet shopping extravaganza on the East Coast.



Lots of love shown to our adoption dogs!!!

# ❖ MARCH

March saw us again at the Union, NJ St. Patrick's Day Parade for another year.



# ❖ MAY

In May, we attended a Bark in the Park event at the First Energy Stadium in Lakewood, NJ.

## BARK IN THE PARK



# ❖ JUNE

In June, we are at the “Animal Rescue Adopt A Thon” at Smitten Stables Rescue of New Jersey.



# ❖ SEPTEMBER

Another year at the center of town. We brought our dogs looking for the forever homes to Great event! Our Staff, dogs, and Volunteers are celebrating the Township of Union and also supporting the search for a cure to ALS. SPCRA President, Jeff Morton, took part in handing the winner their metals.



**Shake a Paw**  
Center for Rescue & Adoption

**Sunday, September 24, 2017**  
**Union High School**  
**Cooke Drive, Union, NJ**

Age Groups: 0-13, 14-19, 20-29, 30-39, 40-49, 50-59, 60-69, 70+  
PLUS! Prizes will be awarded to the TOP THREE male & female finishers in each age group!

**Check-In: 7:45am**  
**Run Starts: 9am**

**2017 UNION TOWNSHIP MAYORS DAY 5K Run/Walk**

**Kids Run to Follow!** Check in: 7:30am Run Starts: 9:30am

**SPCRA** Kids Run Sponsored by The Gateway Family YMCA Five Points Branch

[SIGN UP](#)



# Few of Our Adopted Dogs in 2017

