

Give A Dog A Bone Keep Kitty Happy Christmas Appeal 2016 Final Report



Last Wag Of The Tail

10 Years 2006 - 2016

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10 Years of Give a Dog a Bone, Keep Kitty Happy Christmas Appeal...UNBELIEVABLE!

The animals will always remember your kindness

Nicola Addison, Dec 2016

I started this appeal as the thought of animals in rescue services at Christmas upset me. I felt the appeal gave people an opportunity to be part of the solution and perform 1 small act that would have a payoff. An act that meant that none of the animals in shelters on Christmas Day woke up to an empty stocking. This has been my mantra and my mission, and this year again I can say with confidence MISSION ACOMPLISHED!









The appeal has grown from 1 Drop Off Point to 20 Drop Off Points. Every aspect of the appeal has grown and on page 6 you will be able to read more about how it all came about and where it is now.

My experience has been that people do care and want to help but don't often know how. GADAB offers people an easy solution...['one person buys one item and passes the message on.'](#)

So over a few weeks in December Vets, Pets Shops, Dog Groomers, Community Organisations and Rescue Services come together to collect and deliver.

All of this is done with a budget of volunteers, good will, passion and a desire to make a difference.

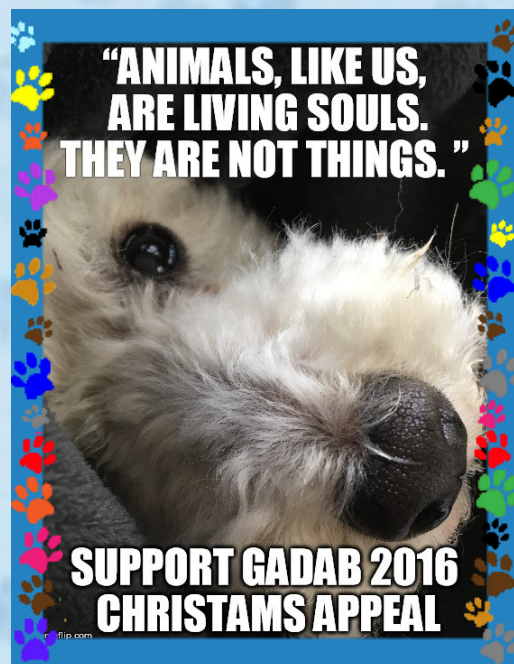
Some of the highlights this year

-  Interest in the appeal from the UK and Berlin.
-  A different version of GADAB has been started in Rio.
-  GADAB turned on the radio with Dr Jo Righetti and David Prior at 2UE Talking Lifestyles.
-  Michelle Hubbard and Louise Newman came on board to assist with the setting up of new Drop Off Points.
-  Five new Drop Off Points came on board.
-  Three new rescue services received goodies from GADAB.
-  Natalie Ferris from Paws Addiction saw the poster in the park and got in touch with GADAB to offer her Mobile Dog Washing Van Service's to dogs in shelters or pets needing pampering. GADAB LINKED HER UP WITH Pets In The Park who will definitely use her services in one of their 2017 clinics.
-  James from Newtown posted this on Facebook...[This year instead of buying humans more stuff for Christmas, which will end up in landfill, I'm going to donate a stack of toys, treats and food to the Give a Dog a Bone campaign, which goes to animals in shelters, rescues and pounds. I urge you to do the same.](#)

And so to the appeal this year...how did it all go?

- 🐾 Drop Off Points up from 16 to 20
- 🐾 Organisations that benefited up from 17 to 19
- 🐾 GADAB donated to the following organisations...

Animal Welfare League
Friendly K9 Rescue
Greyhound Rescue
Greyhounds As Pets
Golden Retriever Rescue
Hawkesbury Companion Animal Shelter
HIV Support Services x 2
Kirketon Rd Centre
Maggie's Rescue
Monika's Doggie Rescue
Northcott Community Centre
Pets In The Park
RSPCA Blue Mountains
RSPCA Yagoona
Sutherland Shire Animal Shelter
Sydney Dogs & Cats Home
Way2Home
Wayside Chapel



Feedback from organisations that benefited from GADAB donations

Miriam from Maggie's Rescue...

"Being involved in the GADAB Christmas Appeal means that the dogs and cats in Maggie's Rescue's care have the extra support they need to develop and thrive. Maggie's Rescue is very lucky, and very grateful, for the generous donations that people have provided. A very big thanks to you and to Give a Dog a Bone, Keep Kitty Happy."

Stephanie Sok, Education Manager, RSPCA...

"Being involved in the GADAB Christmas Appeal means that we can brighten the lives of the animals that are having to spend Christmas and New Year at our shelter. The donation of toys and treats will not only provide extra enrichment for our animals but it also means we can give them something extra special on Christmas Day! Thanks again for the opportunity to be involved in this year's appeal."

Lisa Wray, Shelter Coordinator, Sutherland Shire Council Animal Shelter...

"Thanks to the appeal, this Christmas the dogs, cats, puppies and many, many kittens at Sutherland Shire Council Animal Shelter had plenty of yummy treats, toys, bedding, swimming pools, food and presents to open over the Christmas period! This extra love and spoiling made what would have been a sad, lonely day just a little better for those waiting for a new family and home."

Vicki Cawsey from Pets In The Park...

"Pets In The Park would like to say a big thank you to the wonderful program Give a Dog a Bone and Keep Kitty Happy Appeal. They have been supporting us for several years now and with their help we have been able to supply gifts to some of Sydney's most vulnerable. This program is truly the essence of Christmas."

Colleen Hepburn, Chairperson, SHPTA...

"Thank you to Give a Dog a Bone from Surry Hills Public Tenants' Association. We distributed to about 20 tenants who were very grateful to have something to put under the tree for their pets. Thank you very much and congratulations."

Donating 1 item to GADAB won't change the world but it will change the world for a cat or dog

How does it all work?

To move this amount of toys, treats and food around Sydney is not easy. It requires a team of volunteers to generously give their time and vehicles over a period of several days to ensure the donations reach their destination by Christmas Day.

This year's fabulous GADAB Volunteer Drivers

**Maria Christodoulou
Renee Christodoulou
Bell Doherty
Robert Fleming
Peter Nel
Deb Broughton
Mikala and Amelia Holdsworth**



Administration Volunteers

**Grace Cowley
Tom Robertson**

Set Up Officers

**Michelle Hubbard
Lou Newman**

GADAB thanks and acknowledges the following for their involvement

- | | |
|--------------------------------------|--|
| 1. ABC Ultimo Staff | 19. Oasis Horticultural |
| 2. ACON | 20. Offices of Jamie Parker MP |
| 3. Alex Greenwich MP | 21. Oodle Mum's Dog Grooming |
| 4. AMS Vets Alexandria | 22. Paws Addiction |
| 5. AMS Vets Kingsford | 23. Pet Barn Alexandria and Chatswood |
| 6. AMS Vets Marrickville | 24. Pets Palace |
| 7. Animal Welfare League NSW | 25. Planet Pooch |
| 8. Annandale Animal Hospital | 26. Positive Dog Care |
| 9. Balmain Vets | 27. Pride In Diversity |
| 10. Catering Specialist | 28. Regina Coeli Parish Beverly Hills |
| 11. Certified Strata | 28. Social Committee, Law & Justice Foundation |
| 12. City of Sydney, Michelle O'Brien | 29. St Luke's Home Care |
| 13. Estee Lauder Companies Australia | 30. Stand Up Coffee Parramatta |
| 14. Greencross Vets Petersham | 31. The Cottage Animal Hospital |
| 15. Hep C NSW | 32. Virginia Furner |
| 16. Kensington Produce | 33. Way2Home |
| 17. M & C Saatchi | 34. Willoughby Veterinary Hospital |
| 18. Monika's Doggie Rescue | 35. Young Australians |

Special Thanks to...

Glen Leith, Young Australians for covering the costs of the Poster Production. Glen has now been doing this for many years.

Dai Aoki, Positive Dog Care for the design and cost of printing the GADAB business cards (First year to have business cards, thanks heaps Dai!)

Michael Badorrek and David Alexandria – Media Release



Here is some history on the appeal and how it started...

From 2006 – 2016 how did it all happen?

My name is Nicola Addison and I run the 'Give a Dog a Bone' Keep Kitty Happy (GADAB) Christmas Appeal which started in 2006 and is now in its 10th year.







How did it start?

Prior to 2006 I had had an idea in my mind that I kept playing around with. I would imagine that I sent out an email to friends and work colleagues asking people to consider placing 1 item (toy, treat or food) for either a dog or a cat into their shopping trolley and taking it to a particular place for collection. I would then take all the goodies and deliver them to a rescue service in time for Christmas day (so none of the dogs and cats wake up to an empty stocking).




In 2006 I finally had the courage to do this and asked ACON (where I worked) if people could place their item under the Christmas tree they always had in their reception area. The lovely Nic Parkhill agreed and so the appeal started.

In 2006 I counted all the items and it came to 87. I was absolutely thrilled. I organised for the goodies to go to Monika's Doggy Rescue and to the pets of PLWH. I had spoken to Monika earlier and she had told me that on Christmas day she goes around giving all the dogs and cats a toy and a treat. This captured my heart and so the appeal began.


Then what happened?

-  In 2007 I collected 183.
-  In 2008 I collected 500 and expanded deliveries to include RSPCA Yagoona.
-  In 2009 I collected 1052 and expanded deliveries to include pets of clients at Northcott Community Centre.
-  In 2010 there was so much I could no longer count it all...phew!
-  In 2011 I arranged a Winter Appeal called 'Give a Dog a Blanket'. Again people and other services so very generously donated blankets and towels that the RSPCA gratefully took to their shelters, both in Yagoona and Wollongong.
-  In 2012 I had taken on more rescue services and more Drop Off Points. I was a bit shocked at how easy it was to expand the appeal. People were really, really keen to be involved in all areas of the appeal and I had over 300 people signed up to receive the Christmas email.


And then what happened?

-  In 2009 I became more aware of some of the disadvantaged people in society with pets, and the fact that they often say that **"The animals are supporting us!"**
-  Many people who live on the streets or are disadvantaged have pets. These pets become such a source of support and comfort. I wanted to be able to offer those dogs and cats toys, food and treats that they may otherwise have missed out on.
-  So in 2009 I sourced an organisation called Way2home who said they would be able to distribute items to this client base. They have been great to work with and now they pick up directly from a Drop Off Point and distribute directly.



On to 2013

-  In 2013 GADAB ventured out of Sydney up to Hawkesbury Companion Animal Service in Mulgrave.

GADAB went interstate

-  Bobbie Thompson, Jay Thompson and Renae Thompson ran GADAB in Ipswich in Queensland, to great success. Collection comprised of 66 towels, 96 cans of food, 13 large packets of biscuits, 42 toys, 20 treats and 2 packets of parrot food and \$385 in donations. All items were donated to the Animal Welfare League in Ipswich. Well Done!

And then in 2014

-  Pets In The Park (working to improve the wellbeing of homeless people in society living with animal companions) came on board. Again this is another great organisation which assists the pets of homeless people with free Vet Care. At their regular January Clinic, they would give away the goodies that GADAB had delivered. This simple act again ensured that none of the dogs and cats missed out on toys and treats at Christmas.
-  In 2014 Uli Eichhorn came on board as GADAB'S Digital Communication's Advisor, putting in place a much needed Website and updating GADAB's Facebook page. She is making a huge difference to the face of 'Give a Dog a Bone Keep Kitty Happy Christmas Appeal'.



OK so now fast forward to 2016

This appeal has captured people's hearts. It means that many of the animals at Christmas who may not have a home will have at least one item in their Christmas stocking when they wake up on Christmas day.

- 🐾 I now have over 500 people who have signed up to receive the appeal email. Over 700 on GADAB Facebook and a wonderful Website to illustrate what the appeal is.

Then and now

- 🐾 In 2006 I was able to count all the single items delivered – In 2016 I could not attempt this as the appeal now spanned to over 20 Drop Off Points.
- 🐾 Also in 2006 I had 2 volunteer drivers to assist with the deliveries. Now in 2016 the RSPCA, Way2home and City of Sydney Companion Animals Liaison Officer, Michelle O'Brien alongside a team of GADAB volunteers travel between over 19 Drop Off Points in and around Sydney, Hawkesbury and the Blue Mountains to ensure deliveries are made to the 19 Rescue Services and Community Organisations.

And so...

One of the many joys of the appeal is that it offers people the opportunity to be part of the solution.

My experience has been that people do care and do want to make a difference but often don't know how or don't have the ease of an appeal like this to do so.



GADAB 2016 Cost

No money is accepted by GADAB.

All items are donated.

All print material costs are generously covered by private donors:

- 🐾 Glen Leitch from Young Australians paid for the posters for the 8th year running
- 🐾 Dai Aioli Positive Dog Care paid for GADAB's first business cards
- 🐾 Each volunteer driver covered the cost of their own petrol

Associated GADAB costs:

- 🐾 2 poster tubes \$ 5.10
- 🐾 Posting of tubes \$22.80
- 🐾 Printing \$ 5.00

TOTAL COST of 2016 appeal \$32.90

- 🐾 The above costs were covered by Nicola Addison

For me it shows it's not money that is needed to make a difference, its passion, desire to make a difference and performing one small gesture...

Each person buys 1 item and passes the message on. It really is that easy.



THE END

It's one simple act that has a huge pay off - how simple is that?

One person, one item - pass it on!

If I was at the Logies I would thank everyone name by name, as everybody who has contributed to this simple idea HAS made a difference – but I'm not, so I won't. I can only say...

He who feeds a hungry animal feeds his own soul ~ Charlie Chaplin

Truly, to you all, my very sincere thanks.

Nicola Addison

GADAB 2016 Photos

