

# A Forever Home for Muttville

CAPITAL CAMPAIGN 2021  
CASE FOR GIVING



**Muttville is changing  
the way the world  
values older dogs.**





## OUR STORY

# Her name was Heidi...

and Sherri Franklin was in love. Sherri had just started volunteering at a Bay Area shelter, and in came this beautiful lab mix with a grey muzzle, a wagging tail, and a smile on her face. Her family had given her up because, they said, she was too old. Sherri came in every day to take her for a walk and spend as much time with her as she could before she got snapped up by a lucky adopter.

Weeks went by. That happy wagging girl slowly started to break. Her tail went down. Her energy disappeared. She lost interest in food. And then, one day, Sherri came to visit and she was gone.

“Adopted at last!” Sherri said. A staff member said no, Heidi hadn’t been adopted. She had been euthanized. The shelter was overcrowded, and dogs like Heidi had to make way for younger dogs who were much more likely to find homes.

Sherri was horrified. Heidi was the most loving and soulful dog in the shelter. Why wasn’t she snapped up? “Nobody wants an old dog,” Sherri was told. “I do,” she thought. And she was certain that other people, once they had a chance to meet them, would, too.

Muttville was born.



# Muttville has pioneered a totally new kind of rescue.

Muttville's first-in-the-nation cage-free facility, foster program, on-site veterinary suite, and hospice program are innovations lauded and emulated around the country.



Brooklyn is 17 years old, but she clearly does not agree.

## Seniors Rule

Muttville began with a novel mission: to rescue and find homes for senior dogs, the ones least likely to be adopted – and sadly, first to be euthanized. We wanted to give these wonderful older dogs a safe haven and show people how amazing it is to adopt vintage love!

## Veterinary Care

Muttville is the leader and model for rescue organizations' in-house vet care. Most dogs come to us with health needs, some urgent. Our in-house care can quickly relieve pain and suffering, is less stressful for the dogs, gets them ready for adoption more quickly, and saves time and money – which helps us save more dogs!



Watson, our biggest dog ever, was surrendered by his guardian. He now has a loving family – and a huge dog brother to play with.

## Cage-Free Shelter

Muttville was the country's first cage-free shelter. For senior dogs, many of whom have spent their entire lives in homes, kennel life (hard floors, cages, noise...) can be traumatic. At Muttville, dogs can mosey about as they choose, with plenty of soft beds, couches, and laps to curl up on.

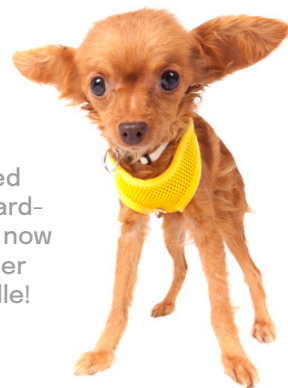


Willow came to us as a stray and found a loving forever home.

## Hospice Program

For dogs with terminal illnesses, we created the hospice program, one of the first in the country. Muttville provides support and palliative care, while our hospice families give these wonderful pups an amazing last chapter. We have happily shared our hospice model with other organizations and vets.

Manny Mo was surrendered to a shelter in Texas, then rescued by Muttville when Hurricane Harvey hit.



Tawny was rescued from a severe hoarding situation, and now gets all the love her tiny self can handle!

## Foster Program

Our amazing network of foster families gives the dogs a soft place to land (and lots of love) while they wait to be adopted. The foster program was essential during the pandemic: with the shelter closed, every single dog went straight to foster, allowing us to continue saving lives.



Ozzie was brought to us when his elderly guardians could no longer care for him.

## Fun for Humans

Many potential adopters dread the “depressing dog shelter,” and rightly so. Muttville is different. We strive to make it a joyful place where people feel comfortable and where they can connect with each other and with our wonderful dogs.

# Since 2007, we've saved 9,000 dogs.

A turning point for Muttville came when the SF SPCA leased us our current space on Alabama Street. With a permanent address and regular hours, we could expand our cage-free, homey environment to accommodate volunteers, staff, and visitors. And what visitors! Our adoption weekends became standing-room-only events, and our adoption rate increased by 44%!

Regular Adoptions

54%

Seniors for Seniors

26%

Hospice Adoptions

12%

Foster Wins

8%

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Happy Beginnings

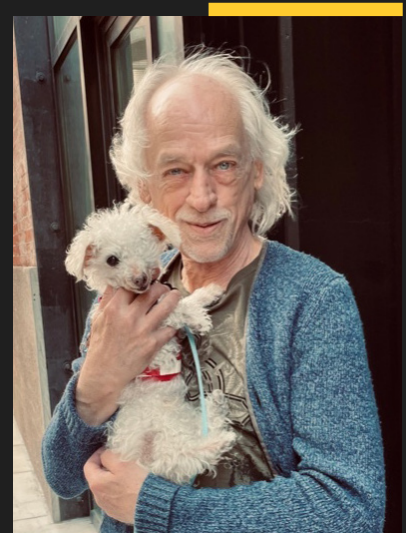
100%



**Efe** with her new mom Joyce and Muttville alum sis, Arya.



**Tawny** getting tons of love from her new mom Claudia.

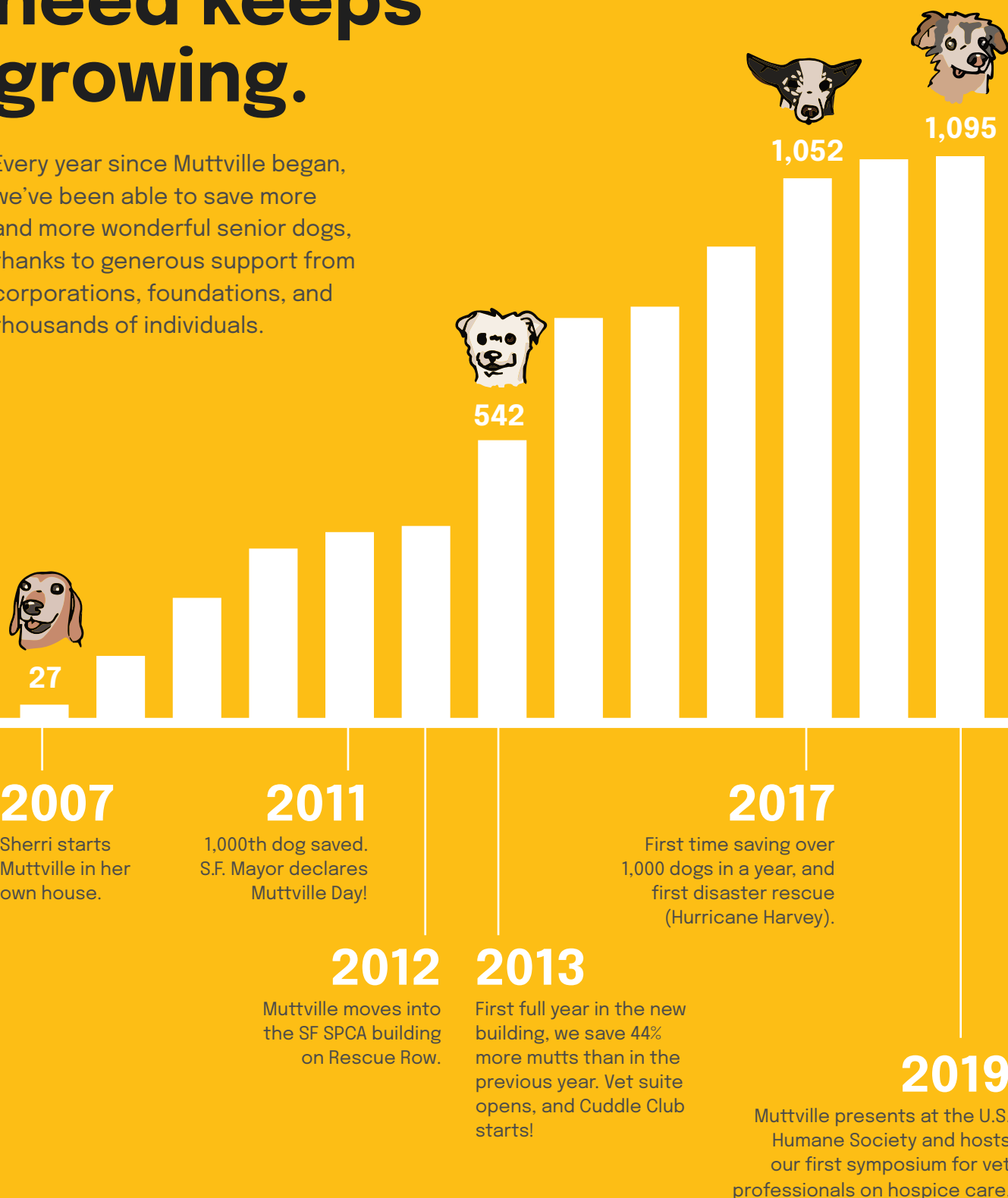


**Bisous** with her proud new dad Joe.



# And the need keeps growing.

Every year since Muttville began, we've been able to save more and more wonderful senior dogs, thanks to generous support from corporations, foundations, and thousands of individuals.





One benefit of a cage-free shelter? Dogs everywhere.

## A typical day at Muttville...

There's a lot going on here, and it will put a huge smile on your face. Muttville is a cage-free shelter (the first ever in the U.S.), which means dogs are happily roaming about, lounging around, sitting on laps, and melting hearts.

You'll see newly rescued mutts coming in for intake and veterinary care; staff working at desks loaded with chihuahuas; and volunteers in yellow aprons cuddling, walking, feeding, and adoring the dogs. You may see a group of seniors citizens at our Cuddle Club or kids learning Humane Education. And you'll see adopters finding their new best friends.

Amazing? Yes. A little cramped? Yes. Let's read on...

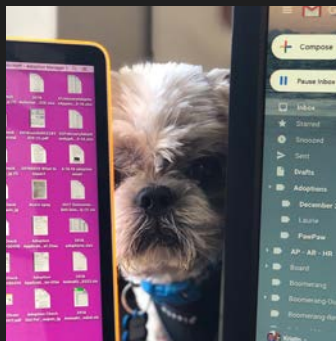


Banana learned how to tie a bowtie by watching YouTube.



# “Muttville is a place of contagious joy.”

MARK TSUJIMOTO  
PRESIDENT, K/T FOUNDATION



## THE NEED

# Why does Muttville need a new home?

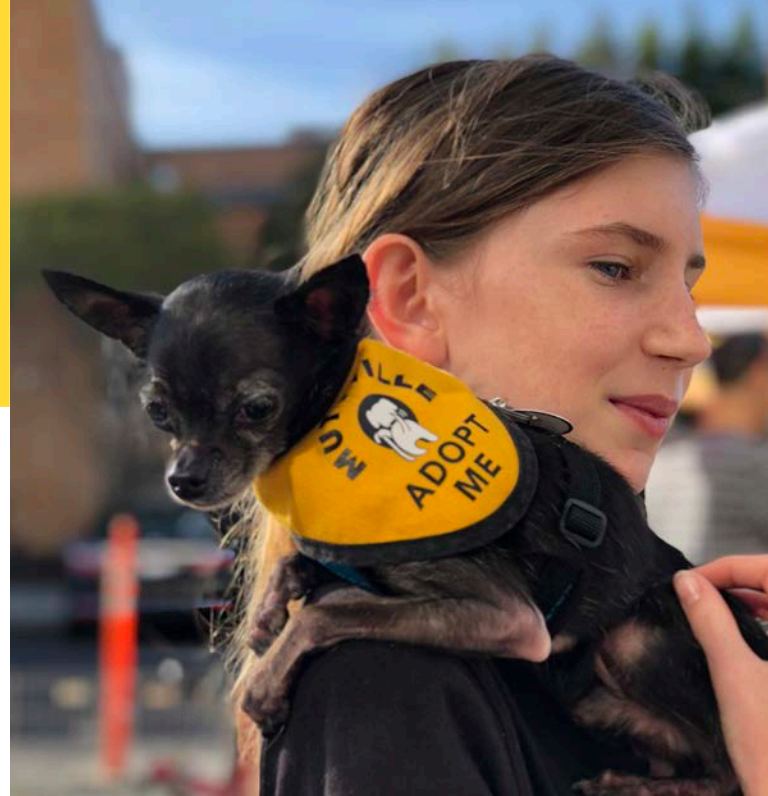
The short answer? We're crowded. Muttville is growing, but we're limited by our physical space. Our staff, vet team, and volunteers have squeezed maximum mutt-saving into our current space – with grace and good humor – but it's time to spread out.

We also learned from the pandemic that we need space that provides ample circulation and fresh air to keep our mutts and our human staff, volunteers, and visitors safe.



**“More senior dogs will be saved, more humans will find the joy of sharing their lives with a pet, and more children will learn compassion and empathy.”**

MARCIA GOLDMAN  
EDUCATOR AND CO-FOUNDER,  
JOHN AND MARCIA GOLDMAN FOUNDATION



## Help More Dogs

Muttville has become a crucial part of the rescue network in California and beyond. Shelters depend on us to find loving homes for the senior dogs they fear they won't be able to place.

## Expanded Vet Care

Currently, our vet team doesn't have the space to do more than one exam or procedure at a time. The new veterinary suite will give us multi-room capacity, and bring nearly all of our surgeries in-house.

## Humane Education

The mutts love it when kids visit! School children regularly come to Muttville to learn about compassion for vulnerable creatures. Our new home will have plenty of space for these adorable sessions.

## Emergency Response

The new space will increase our capacity to take in refugees on short notice from hoarding situations and puppy mills, as well as natural disasters such as wildfires and hurricanes.

## Seniors for Seniors

We are committed to connecting senior people with senior dogs. For those who can't adopt, we host Cuddle Clubs, where they can socialize, hang out with the mutts, and bask in the love.

## Community Events

We're excited to have the space to host more social events, educational workshops, and professional symposiums. The more people we can welcome into the Muttville world, the better!



# GRACE KASE & HARRY TSUJIMOTO A



**“This is going to be  
Disneyland for senior  
dogs, and don’t you  
know they deserve it!”**

GINA SCHOCK  
THE GO-GOS



#### THE CAMPUS

# Our New Home

#### LOCATION

750 Florida Street  
San Francisco, CA 94110

#### FEATURES

- 18,000+ square feet
- Three buildings surrounding an outdoor courtyard for dogs to play and socialize
- A large, welcoming adoption center
- An expanded veterinary care suite
- Multiple spaces for visiting with pups
- A kitchen to prepare healthy meals
- A grooming suite
- Community spaces for Cuddle Club, Humane Education, and other events
- Sustainable (Gold LEED standards)

#### ARCHITECTS

TannerHecht

#### INTERIOR DESIGNERS

Ken Fulk, Inc.

#### PROJECT MANAGEMENT

Dome Construction

#### CAPITAL CAMPAIGN FUNDRAISING GOAL

\$25,500,000

#### GOAL DATE TO COMPLETE CAMPAIGN

December 31, 2021

#### MOVE-IN DATE

Fall 2022

#### FOR MORE INFORMATION

[foreverhome.muttville.org](http://foreverhome.muttville.org)



The protected outdoor courtyard is a perfect place for mutts to play.



### Reception Area

Happy and welcoming – just the right first impression.



### The Zen Room

A quiet spot for physical therapy, acupuncture and decompressing.



### **Vet Suite**

Clean, spacious and designed for efficiency, including separate dental and surgery suites and a recovery area.



### **Kitchen**

A place to prepare meals, medication, and to-go foster packs for the dogs – and a warm gathering place for the humans.

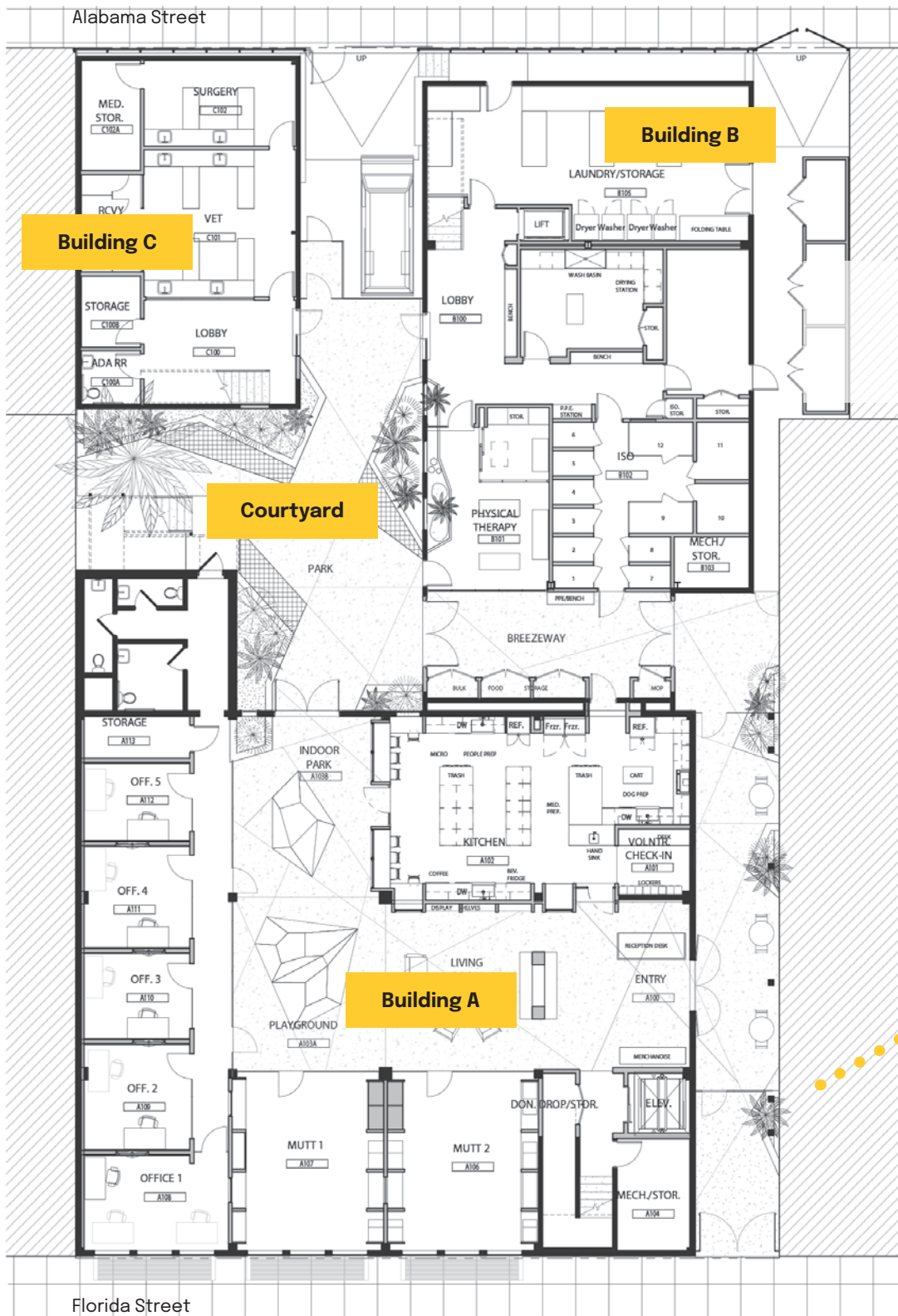


### **The Neighborhood**

A central location in our beloved Mission District. Our welcoming neighbors, including the Mission Food Hub next door, are already helping us bring senior mutt love to the community!

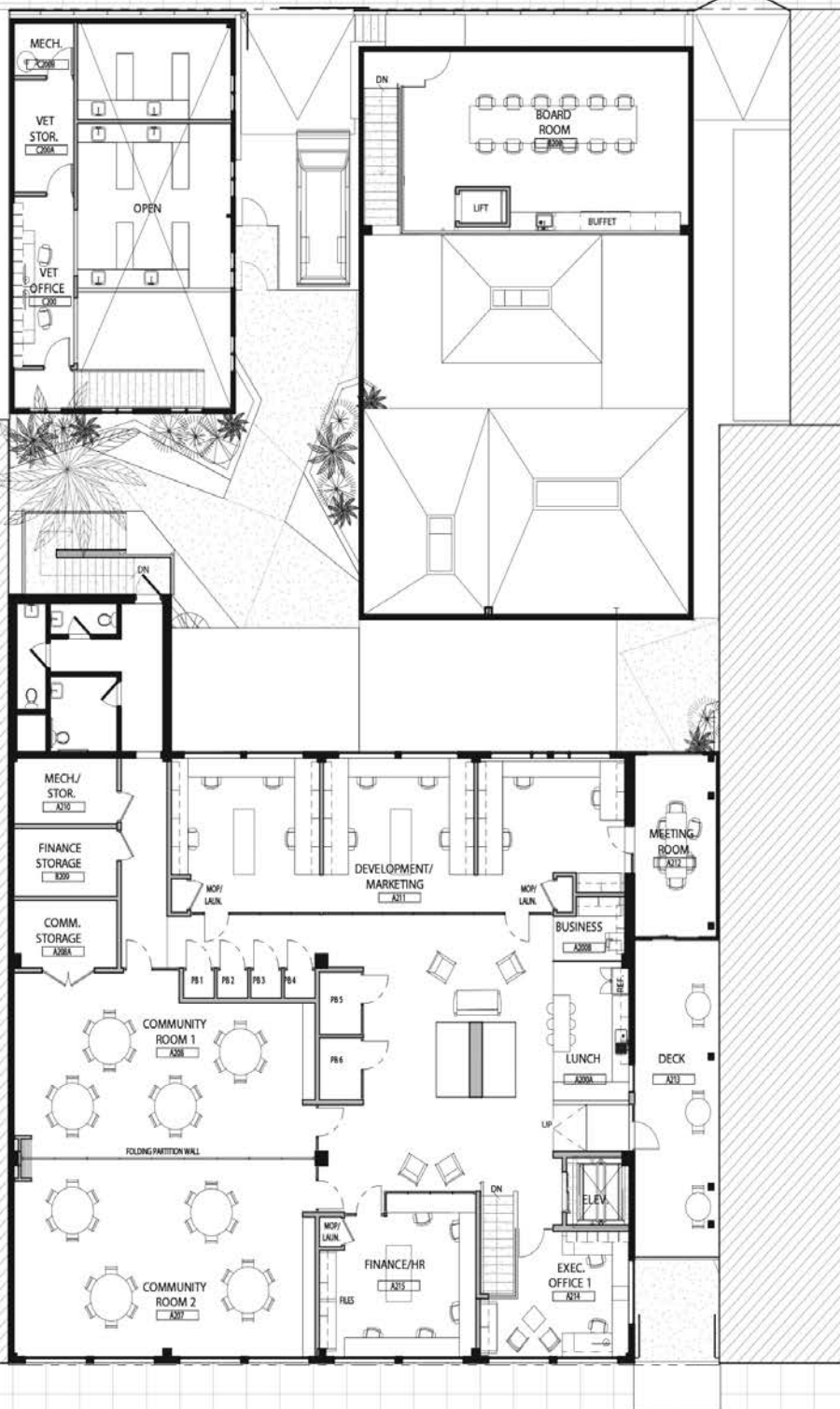
See more photos at [foreverhome.mutttville.org](https://foreverhome.mutttville.org).

# First Floor



# Second Floor

Alabama Street



Florida Street

## Building A

Public entrance, adoption center, and communal kitchen.

## Building B

Mutt R&R, including physical therapy, grooming, and ISO.

## Building C

Veterinary center, with two surgical suites, a dental surgery suite, secure storage and post-op recovery.

## Courtyard

In the middle of it all is the glorious outdoor courtyard, a doggy playland!

## Second Floor

Each of the buildings has an upper floor, with a big new community center on the second floor of Building A.



## HOW TO SUPPORT US

# How can you help build Muttville's forever home?

Muttville is gratefully accepting the following types of contributions to our forever home capital campaign:

- Donations of cash
- Gifts of appreciated stock
- Pledges, including pledges paid over a three-year period
- Estate and planned gifts that include the direct transfer of cash, stock and real property

If you would like to add your name or honor a beloved pet in our forever home, we have a menu of naming opportunities for gifts of \$5000 upon request.

To learn more about how you can support the capital campaign, please email [foreverhome@muttville.org](mailto:foreverhome@muttville.org). To make a gift today, visit [foreverhome.muttville.org](http://foreverhome.muttville.org).



### On behalf of the mutts, thank you!

When I started Muttville, I knew that people would love senior dogs. What I didn't expect was how powerfully our mission could affect our community and our world. Thank you for bringing us this far, and I look forward to what we can achieve together in our forever home!

*Sherri*

## CAMPAIGN LEADERSHIP

# Huge mutt thanks to...

## HONORARY CAPITAL CAMPAIGN CO-CHAIRS

Laurie and Jeff Ubben

## CAPITAL CAMPAIGN HONORARY COMMITTEE

Ken Fulk

Ambassador James Hormel and

Michael P.N. Hormel

Marcia and John Goldman

Roberto Hernandez

Helene and Paul Kocher

Ronn Owens

Gina Schock

Jennifer Stojkovic

Paula West

Diane B. Wilsey

Larissa Wohl

Lisa Zabelle

## CAPITAL CAMPAIGN CABINET MEMBERS

Pam Earing

Myra Rothfeld

Rachel Shay

Jay Stowe

Rhonda Vitanye

Blake Wallace

## MUTTVILLE BOARD MEMBERS

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Joyce Polhamus

Myra Rothfeld

Rachel Shay

Jay Stowe

Kate Wheble



King Donut, 13 years old and very deserving of his next donut.

# MUTTVILLE

senior dog rescue



## FOR MORE INFORMATION

Erick Smith  
foreverhome@muttville.org  
(415) 272-4172 ext. 708  
foreverhome.muttville.org

## CURRENT HEADQUARTERS

Muttville Senior Dog Rescue  
255 Alabama Street  
San Francisco, CA 94103

## MAILING ADDRESS

Muttville  
P.O. Box 410207  
San Francisco, CA 94141

Muttville has received the  
highest ratings from Guide-  
star and Charity Navigator.



**CHARITY NAVIGATOR**  
★★★★ Four Star Charity