



## *The Art of Corporate Partnerships* | By Vice President, Strategic Relationships, Deb Scola

Companies that choose to be philanthropic take a sophisticated approach to nonprofit giving. To help guide their decision-making, they often choose pillars of community engagement that align with company goals and nonprofit work that resonates with their leadership, employees and customers.

Michigan Humane takes an equally sophisticated approach to corporate partnerships, understanding the goals of a company and finding the Michigan Humane program or project that best correlates. Using impact data and storytelling, we inspire traditional partners to continue and sometimes give more, and new partners to join our cause.

Our fundraising campaigns and events are the stage from which we thank and recognize our partners. Celebrating their generosity in this way shows their leadership in the community and their confidence in us, which we can then leverage to build new partnerships.

This week's Day of Giving Telethon honored nine of our strongest partners, each one sponsoring matching gift hours throughout the day.

- Purina's mission is to provide nutritious food to every dog and cat, whether they're part of someone's family or on their journey through our shelter. As our highest contributing corporate partner, we traditionally recognize them in the event title.
- Zoetis's mission of keeping dogs and cats healthy is evident in their commitment to us this year, providing vaccinations and preventative care for our shelter animals and community programs. To help call attention to their Simparica Trio product, we used the brand in our messaging. Dr. Kraus joined us live on Facebook to add her personal voice to the campaign.
- US-Mattress is devoted to pet ownership and celebrating our pets, and their business is comfortable rest for people and pets. We recognized them through the Puppy Playpen during the Telethon live feeds.
- Premier Pet Supply has been a friend to Michigan Humane for 20 years. They've been instrumental in our adoption success, adopting nearly 100 cats each month during high-volume cat season. We recognized them through the Cat Condo during the Telethon live feeds.
- Sellers Subaru is deeply moved by the stories of rescue and rehabilitation of abused and neglected animals, and ultimately their adoption. They hold our staff in the highest regard, and the sentiment is mutual. Robert Menton joined us live on Facebook to encourage viewers to give and double their impact.
- Food is Kroger's business, Zero Hunger Zero Waste is their motto, and they're committed to feeding our community. The fact that we provided 5 million pet meals through our pet pantry last year aligns with their goals and messaging perfectly.
- Tito's Handmade Vodka -- "Vodka for Dog People" -- enjoys supporting programs that ensure shelter dogs have a chance to be adopted. They also enjoy meeting pet owners at events like Mutt March.
- ATRS believes in a sustainable world and they're focused on reusable clothing and shoes, collecting items in 250 recycle bins across the metro Detroit region and sharing a generous portion of the proceeds with us.
- Kat Ku Modern Pet Photos traditionally does our calendar and holiday card photo shoots as an in-kind service. We're pleased to recognize Kat for her generous and time-consuming support.

## **Celebrating Black History Month | By Tom Varitek, Vice President, Communications**

We are celebrating Black History Month this year in The Connection by featuring some inspirational stories of pioneering African American Veterinarians.

I am sure Black History Month has a different meaning for each of us. For that reason, I would also love to hear from you as to what Black History Month means to you! Send your replies to [theconnection@michiganhumane.org](mailto:theconnection@michiganhumane.org).

For me, the key word is “inspiring.” Many of you may know, I am a history nerd and worked at The Henry Ford for many years. Early in my time there, I worked on a project that involved the restoration of the Rosa Parks Bus. The very bus on which she refused to give up her seat, leading to the Montgomery Bus boycott from 1955-56 and essentially providing the spark that would result in the mid-20th Century Civil Rights Movement. As part of that project, we unveiled the finished, restored bus to a group of Civil Rights leaders—with THE Rosa Parks in attendance! Can you imagine! After reading about her in history books as a kid, after all the research we did as part of our project...there she was! Heck, we even share a birthday (February 4).

I was part of a group that pushed the bus into view of the attendees. Rosa Parks joked with me that at least she never had to push the bus! This amazing woman who embodied courage and impacted history so positively—was goofing around...with me! That moment along with all of her inspiring stories, reminds me the power of how one decision, one person, and one brave action can lead a movement.

Please! Send us what Black History Month means to you!

Our second inspiring story from Veterinary history belongs to:

### **Dr. Alfreda Johnson Webb (1923-1992)**

Dr. Alfreda Johnson Webb was born in 1923 in Mobile, Alabama. After completing a bachelor of science degree at the Tuskegee Institute she attended the Tuskegee Institute College of Veterinary Medicine. In 1949, Dr. Johnson Webb graduated as the first African American woman to graduate from veterinary school, becoming the first African American woman licensed to practice veterinary medicine in the US. Dr. Johnson Webb remained at the Tuskegee Institute where she taught anatomy until 1959, completing her tenure at there as an Associate Professor. She then served as a professor of biology at North Carolina Agricultural and Technical State University (NCA&T) from 1959-1978. During her time at NC A&T, she was a member of the planning committee which founded the School of Veterinary Medicine of North Carolina State University. In 1971, she became the first African American woman in the North Carolina General Assembly, serving on many committees including serving as the Chairperson of Minority Affairs.

Edited from the University of Florida website.



## Training Opportunity Reminder | By Media Manager, Anna Chrisman

Back in January, you all should have received an email from Andrea regarding upcoming training opportunities open to all Michigan Humane team members. The goal of these sessions is to provide all of us with a chance to learn new things, brush up on old skills and explore topics that directly impact our work.

Next in the series are two sessions on Diversity, Equity and Inclusion, which will focus on how we all can work together to create an environment that supports and respects all of our team members and the communities that we serve.

We'll also have some time with our amazing behavior team to look at some of the common behavior issues that arise in our facilities and how we all can be a part of making that animal's time with us as stress-free and supportive as possible.

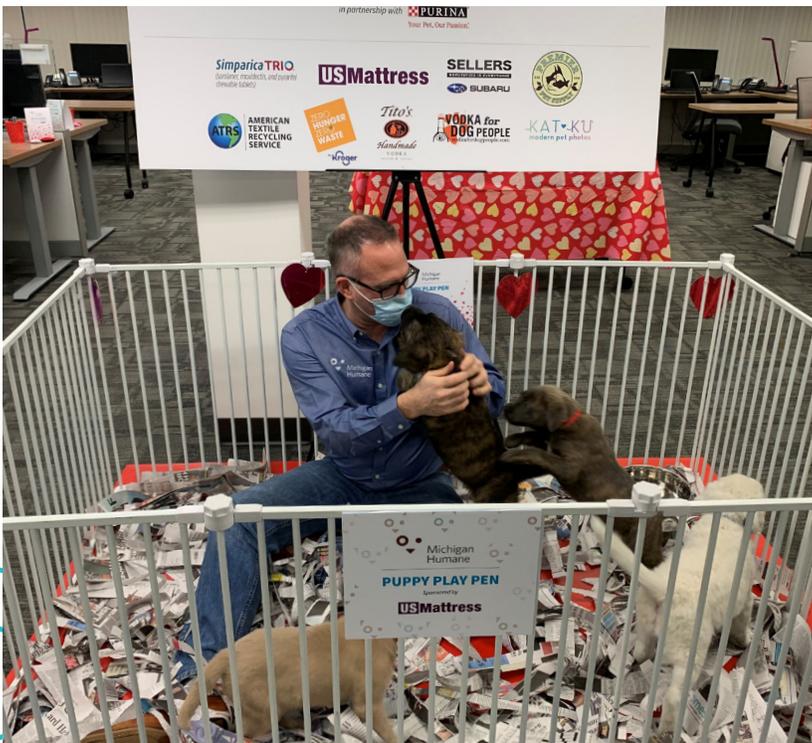
Each training is only an hour and we encourage all of you to review the full list of opportunities and work with your manager to attend as many as possible. If a training falls on a day you are not scheduled to work, never fear! They will become available in Paycom once the session has passed. If you have questions about any of the sessions, please connect with your manager for further information.

### February:

- Diversity, Equity & Inclusion (**Required for all staff**) - February 23 & 25 at 12:00 & 2:00

### March:

- Common Behavior Issues - March 2 at 12:30
- Building Respect in the Workplace - March 16 at 12:30
- Heartworm- March 25 at 12:30

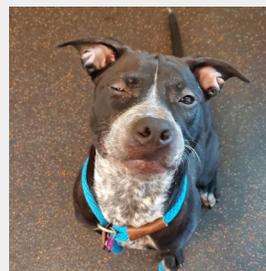


## Animal Outtakes

Submit your animal outtake photos for the next issue of The Connection by emailing them to [theconnection@michiganhumane.org](mailto:theconnection@michiganhumane.org).



Dumpling attempted to be a roll, but it didn't quite work out...  
Submitted by Stephanie Noble



Taffy thinks she has the wink emoji down  
Submitted by Emily Kline-Majzlik

## Core Values Call Out

Want to recognize a teammate for their commitment to our core values? Submit your call out at [michiganhumane.org/values](http://michiganhumane.org/values).

**KEELEY FULLER** | Value: Collaborative

*"Thank you so much for being a great support team for me! You always listen and give great advice! I appreciate you."*

**KAITLYN PETTY** | Value: Compassionate

*"On Friday when I thought Kaitlyn had gone to lunch, I actually found her in our clinic holding room with a clinic patient that was waking up from surgery. She was sitting on the floor next to the kennel consoling this wonderful pup that was clearly coming out of anesthesia a bit confused and shaking. Kaitlyn was speaking softly, comforting him, and playing some light classical music. She went out of her way to show this animal such compassion and it was a prime example of the kind of person she is."*

**JENN ROSEN AND JANELIS LOPEZ** | Value: Collaborative

*"Jenn and Janelis are so great at helping us sort through our volunteer needs and making those wishes a reality. I so appreciate their communication efforts and dedication!"*

**JEN GNYP** | Value: Collaborative

*"Every single time I get stumped with Cornerstone, I call Jen. She helps me solve my problem and asks me how everything else is going and how I'm doing, regardless of how busy she is. In this line of work there are tough days sometimes and having someone ask how you're doing and genuinely caring about the answer is so meaningful. Jen truly cares about the people she works with and that's been very impactful for me. Thank you Jen!"*

**DR. FREIBERGER** | Value: Compassionate

*"Dr. Freiberger has been working with a Spanish speaking client that has a injured dog that has required extensive care. Dr. Freiberger has been very patient with the client and has made sure they understand the medical needs of their pet. Dr. Freiberger even made a video in Spanish to help show the owners how to medicate their animal at home."*

## Core Values Call Out

**LISA GRIFFIN** | Value: Collaborative

*“Lisa continues to support our extern program by sharing her well-earned expertise with every student, making sure they receive a well-rounded view of shelter surgery.”*

**BILLY ROBERTSON** | Value: Compassionate

*“He is always doing his best to make sure owners feel heard and their concerns are met. He always takes his time and is so kind to the owners and patients. We are lucky to have a teammate like him!”*

**BILLY ROBERTSON** | Value: Compassionate

*“Even when faced with adversities, challenges, and uncertainties, Billy always commits to bringing his best self forward! He treats ALL staff and ALL animals with more respect than anyone, and needs more recognition for what he brings. Always eager to learn and improve his skills, he is an inspiration. We could use more people like him!”*

**NICOLE THOMAS** | Value: Inclusive

*“Nicole is always on top of communicating information with the call centers and the rest of her colleagues. She is always willing to lend a hand and walk someone through something new, and consistently asks how she can help. Thank you Nicole!”*

**STEPHANIE NOBLE** | Value: Collaborative

*“Stephanie is a wealth of knowledge and I appreciate her sharing her ideas with me.”*

**Didn't see your recognition submission this week? Make sure to check out next week's issue for even more awesome call outs!**

**INTERESTED IN SUBMITTING CONTENT FOR THE NEXT ISSUE  
OF THE CONNECTION? SEND YOUR SUGGESTIONS TO**

[theconnection@michiganhumane.org](mailto:theconnection@michiganhumane.org)