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For Immediate Release:

More Dogs Find Homes: East Bay SPCA Receives \$15,000 PEDIGREE Foundation Grant

[December 2024] Shelters across the country are experiencing higher populations and longer stays for animals in their care. This increase in animals entering shelters has led to a gap in shelter resources, with more robust programs and staff needed to meet the needs of animals. East Bay SPCA is delighted to announce it has received a grant from PEDIGREE Foundation to support its Behavior & Training program, which works to keep animals in homes, prepare animals for adoption, and provide high-quality behavior assistance and educational resources to the community and to its staff and volunteers.

With the generous grant funds from PEDIGREE Foundation, East Bay SPCA has expanded its Behavior & Training program with a goal of increasing dogs served by its services and increasing dog adoptions. Thanks to this investment, we hired a new Behavior Animal Care Coordinator to help provide behavioral support to shelter animals and train staff in best practices to support the behavioral health of animals. Animals with long shelter stays often need increased behavior support to help them manage the stress of being in a shelter. By expanding the program, East Bay SPCA aims to provide more support to these animals and in turn help them find homes faster.

“Meeting the complex needs of the animals in our care through the expertise of our dedicated staff is core to who we are as an organization. We’re so grateful to PEDIGREE Foundation for partnering with us to provide exceptional care for animals,” says Karalyn Aronow, Vice President of Operations at East Bay SPCA. East Bay SPCA anticipates this grant will help over 1,000 dogs who will be served by this expanded program in the next year. With the additional bandwidth provided by support from PEDIGREE Foundation, we plan to partner with shelter organizations to transfer in more animals in need of behavior support and find them loving homes.

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About East Bay SPCA

Established in 1874, East Bay Society for the Prevention of Cruelty to Animals (East Bay SPCA) is proud to celebrate its 150th anniversary as one of the nation's oldest shelters and a leading innovator in the Bay Area region. East Bay SPCA is More Than a Shelter, transforming the lives of cats and dogs by enriching the human-animal bond through accessible and respected expertise. Serving Alameda and Contra Costa counties and beyond, East Bay SPCA is a local 501(c)(3) non-profit organization, operating independently of any national affiliation. Learn more at eastbayspca.org.

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About PEDIGREE Foundation

We believe every dog deserves a loving, forever home. PEDIGREE Foundation is an independent 501(c)(3) non-profit organization working to help end pet homelessness. Nearly 3.1 million dogs end up in shelters and rescues every year, and nearly half never find a home. The foundation was established in 2008 by Mars Petcare, maker of PEDIGREE® food for dogs, to help increase dog adoption rates. We've awarded more than 6,300 grants and over \$14 million to U.S. shelters and rescues that help dogs in need. Since launching our Canadian grant program in 2022, we have provided \$345k CAD to local shelters and rescues in need across Canada, as well as \$20k CAD in Disaster Relief. At PEDIGREE Foundation, we're working toward a day when all dogs are safe, secure, cared for, fed well and loved. See how you can help at PedigreeFoundation.org.