

Walk 'n Wag Raises Funds for HSSV

The Santa Clara Weekly

Santa Clara's Community Newspaper and Discussions Hub

Wednesday, October 6, 2010

Walk 'n Wag Raises Funds for HSSV

By Melissa McKenzie

Humane Society Silicon Valley understands the importance a pet plays in its owner's life and each day the organization strives to ensure that each homeless animal finds a family to love and take care of it. As a non-profit group, it relies heavily on the donations of time, money and goods from members of the community.

One of the ways HSSV works to obtain funds to continue the services it provides to the Silicon Valley is through fundraising, and one of the biggest HSSV events is the annual Walk 'n Wag.

The 8th annual Walk 'n Wag was the first event led by HSSV's new president, Carol Novello, and over 750 walkers showed up with more than 350 wagggers to the Saturday, October 2 fundraiser. The walkers and wagggers were able to choose between either a 1.5 or 3 mile walk through the streets surrounding the HSSV building which is located at 901 Ames Avenue in Milpitas. A 4-legged Giants fan and hippie were in attendance along with many other dogs who dressed up for the occasion.

After the walk, participants were greeted by NBC Bay Area's own Craig Herrera who MC'd the event with his adopted Rhodesian Ridgeback, Cooper. Walgreens provided snacks and drinks with 100% of the proceeds going to HSSV while Chipotle Mexican Grill donated a portion of its profits from the sale of burritos and chips and salsa to the organization.

As always, PETCO and PETCO Foundation lead the list of sponsors for the HSSV event. Associated Services, Parktown Veterinary Clinic, Nvidia, Royal Canin, Dogs Dig Green, Maggiano's Little Italy Restaurant, California's Great America, Gilroy Gardens, La Fondue Restaurant, and MIX 106.5 also sponsored the fundraiser which was held with a goal of raising \$125,000 to help the organization with their day-to-day operational costs.

A raffle with prizes ranging from a whale watching excursion in Monterey to a Jeanine Brown pet photo session was held to help HSSV raise additional funds during the event, and by the end of the day HSSV had crushed its goal \$125,000 by raising more than \$135,000.

During the fundraiser, 7 cats and 3 dogs found their new family including HSSV's "bionic winder dog", Dino, who was on the verge of being euthanized by another shelter just a couple months ago because a bone-on-bone hip problem. His \$7,000 surgery was paid for by HSSV and is one of the reasons these events are held. Much of the donations and funds raised go to help give dogs like Dino a second chance at life.

According to HSSV marketing manager, Kelly Grant, the best part of the day was "the common thread of helping animals and the celebration of the human-animal bond".

HSSV will be holding a free event on November 3 for active seniors to inform them about HSSV's programs and services. Also coming up is the HSSV Holiday 'Animal Art' Craft Faire on December 4-5, which will feature dozens of quality gift items for pets and pet lovers. Photos can be taken with "Santa Paws" as he will be making a special appearance to HSSV.