



Project POOCH, Inc.

A non-profit organization pairing juvenile offenders with rescued dogs

**Join us for a fundraiser benefiting Project POOCH
and a great marketing opportunity for your business**

POOCH in the Park

Saturday, July 14, 2007

10 am to 3 pm

West Linn dog park

Mary S. Young Park

Hwy 43

2 miles from I-205 Exit 8

West Linn, Oregon

This is a unique event is geared towards entertaining dogs and helping a great cause.

- Fun contests and prizes for dogs
- Good bags
- Tee shirts
- Dog races
- Vendors selling dog related food and wares
- Police dog demonstrations
- Dog professionals give training and behavior talks
- Animal communicator
- Ask the Vet
- Nail trims and dog baths
- Raffle

Founded in 1993, Project POOCH is a non-profit 501(c)(3) that matches shelter dogs with youth at the MacLaren Youth Correctional Facility in Woodburn. The youth train the dogs and then put them up for adoption to the public. This program is extremely successful for both the dogs and their trainers. According to research of 100 youth that have gone through the POOCH program from 1993 – 1999, none of the youth have re-offended. Project Pooch benefits unwanted dogs, youth in crisis, and the communities who accept these youths upon their release and adopt trained POOCH dogs, making a WIN-WIN for everyone!

We hope that you will become a *POOCH in the Park Sponsor*. Sponsorships range from \$50 to \$500. I will contact you in a few days to answer any questions, in the mean time, if you have any questions about ***POOCH in the Park*** You may call me at 503-636-0714 or 503-309-2405 or you may email me at .

Sincerely,

Patti Galle
Event Coordinator



POOCH in the Park

A fundraiser benefiting Project POOCH a 501(c)(3)

Saturday, July 14, 2007

Mary S. Young Park

Hwy 43

2 miles from I-205 Exit 8

West Linn, Oregon

REGISTRATION FORM

Reserve your marketing opportunity now and help a great cause....

Company Name _____

Name _____ Address _____

City _____ State _____ ZIP _____

Email _____ Website _____

Brief description of your business _____

Please check your level of participation

- | | | |
|--|--|---|
| <input type="checkbox"/> \$500 Sponsor | <input type="checkbox"/> \$250 Sponsor | <input type="checkbox"/> \$100 Vendor Space |
| <input type="checkbox"/> \$50 Brochure Table | <input type="checkbox"/> Raffle Donation | <input type="checkbox"/> Tax Deductible Donation \$ _____ |

Mail your application and payment or donation to:

**Project POOCH Community Outreach Office
P.O. Box 305 – Lake Oswego, OR 97034
503-697-0623**

Contact Patti Galle, Event Coordinator Volunteer
503-636-0714 or 503-309-2405 for more information



Project POOCH, Inc.

A non-profit organization pairing juvenile offenders with rescued dogs

Marketing Opportunities

\$500 sponsor

- Your logo on event banner
- Your name on event flyers and advertising
- Your logo on event tee shirt
- Booth space at the event
- Your flyer or sample in event goodie bags
- Your website link on our event website

\$250 sponsor

- Your name on event tee shirt
- Booth space at the event
- Your flyer or sample in event goodie bags
- Your website link on our event website

\$100 booth display

- Reserved space for a booth
- Your flyer or sample in event goodie bags
- Your website link on our event website

\$50 brochure table

- Reserved space for you to put your flyers on a brochure table
- Your website link on our event website

Raffle donation

- Your flyer or sample in the goodie bag
- Advertisement on the raffle table
- Your website link on our event website

Tax deductible donations are welcome. Project POOCH is a 501(c)(3). Our program is funded by donations and grants by supporters like you, so donations in any amount are greatly appreciated.

Email:
Project_pooch@yahoo.com
www.pooch.org

Mailing Address
P.O. Box 305
Lake Oswego, OR 97034

Site Address
2630 North Pacific Highway
Woodburn, OR 97071



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Information Sheet

- Location:** Mary S. Young Park
Highway 43
2 miles from I-205 Exit 8
West Linn, Oregon
- Date:** Saturday, July 14, 2007
10 a.m.—3 p.m.
- Activities:**
- Dog races
 - Dog games (musical hoops, biscuit toss and more)
 - Police dog demonstrations
 - Animal communicator
 - Dog agility demonstrations
 - Pet photographer
 - Dog training demonstrations and workshops
 - “Ask a Vet”
 - Nail trims and dog baths
- Why:** Support Project POOCH, a non-profit organization that pairs juvenile offenders at the MacLaren Youth Correctional Facility in Woodburn with shelter dogs. The youth train the dogs and then make them available for adoption to the public.
- Face to Face Marketing!** Meet lots of dog lovers and introduce them to your products.
- Marketing Opportunities:** Sponsorship, special event activities, exhibitor display, goodie bag stuffer, raffle donation.
- Contact Info:** Patti Galle, Event Coordinator Volunteer
503-636-0714 or 503-309-2405
aplusforyou@yahoo.com

Email:
Project_pooch@yahoo.com
www.pooch.org

Mailing Address
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From problem to pet

Project helps dogs, youths find new direction

BY NANCY HILL

The Portland Tribune, Mar 13, 2007



DENISE FARWELL / PORTLAND TRIBUNE

Zeus, a terrier-Lab mix, lies down at the command of his Project POOCH handler at the MacLaren Youth Correctional Facility.

Kevin (not his real name) knew trouble from the time he entered his North Portland elementary school until he quit high school in his sophomore year.

"I didn't hate school," he says. "You have to care about something to hate it, and school didn't mean a thing to me. I didn't like getting sent to the office because that meant I'd get a whipping at home, but that's about the only thing about school that concerned me."

The 21-year-old admits he lacked social skills: "The only way I knew how to relate to other kids was to act like the class clown so they'd laugh. It's how I got attention."

His attention-getting methods took a turn for the worse when he hit his teen years. "I hung out some with gangs, got in fights, broke the law," he says. "I didn't want anybody telling me what to do."

At 17, Kevin was arrested for robbery and was sentenced under Measure 11, which called for a mandatory minimum sentence — in his case, this meant he'd be locked up until his mid-20s.

"Life was pretty bleak at that point," he says, "but I tried to be tough about it."

About a year after he was sentenced to MacLaren Youth Correctional Facility, Kevin heard about [Project POOCH Inc.](#), a program there that offers selected youths the opportunity to work with dogs.

"I always loved dogs," he says. "My mom didn't let me have one, but all my friends did. So I applied to get into POOCH. At least I'd be able to be around dogs. Maybe things wouldn't be so bad."

Located at a rear corner of MacLaren's facility in Woodburn, POOCH is the brainchild of Portland-area resident Joan Dalton, who began the program in 1993 with one youth and one dog.

The goal of the program is to rescue dogs who are considered unadoptable. The youths groom the dogs, train them, nurture them, help them overcome the behavior that has kept them from being adopted, and then find loving homes for them.

The program has been so successful that it has received international attention. Recently, Dalton helped set up a modified version of the program in a Korean youth correctional facility, and she has traveled to Scotland as a consultant to help set up a program there as well.

Several Japanese film companies have produced television shows and documentaries about the program. "Dog Shelter," a book about POOCH by Japanese author Noriko Imanishi, is required reading for middle school students in Japan.

In the U.S., Animal Planet has aired a segment about POOCH (the acronym stands for Positive Opportunities, Obvious Change With Hounds).

"I didn't anticipate this level of interest," Dalton says, "but I'm thrilled it's something other youth correctional facilities are looking into. Over and over I see youths change through working with dogs, and I see dogs come back to life after they've been neglected and abused. The transformations on both sides are amazing."

When Dalton began the program, she was vice principal of William P. Lord High School, on MacLaren's campus. Many in the school had only a few high school credits, so Dalton continually sought nontraditional ways for the students to earn credits toward their high school diplomas.

"I knew without that degree, it'd be hard for the youths to get jobs and become productive citizens," Dalton says. "I didn't want to see the students become a permanent part of the corrections system, always going in and out a prison door."

Inmate's tip got ball rolling

A golden opportunity to help the youth earn high school credits came Dalton's way when the Delta Society, an organization that promotes bonds between humans and animals, introduced her to an inmate who had read about a dog program in prison.

"He wanted me to start one in the institution where he was incarcerated, but I didn't work in the adult system," Dalton says. "However, I was in the perfect situation to create a program, like the one this inmate had read about, at MacLaren."

She wrote up a lengthy proposal and took it to John Pendergrass, who was then MacLaren's superintendent. "He understood my vision and was absolutely supportive," Dalton says. "He saw how it could help the youth learn in nontraditional ways and saw the therapeutic value as well."

The Oregon Youth Authority holds POOCH in such high regard that it is a regular part of a MacLaren tour when dignitaries or political figures visit the campus.

"POOCH has a lot to contribute to reformation," Youth Authority Deputy Director Phil Lemman says. "Most kids who come to us have issues outside of the crime they committed, and POOCH addresses many of them. When the kids are trying to teach a dog how to do something, they have to model the behavior themselves. They learn a lot of social skills and deal with a lot of their issues just by working with their dogs."

The first person in the program was serving time for murdering another young man who had killed his dog.

"This particular youth had been through a number of treatment programs MacLaren offered, and he loved dogs," Dalton says. "He had a positive attitude, had worked hard to change, and I knew he was the right person to start the program."

Soon after, a second participant and a second dog joined the project. At the time, POOCH consisted of two kennels near the school.

When Measure 11 went into effect and more space was needed for incarcerated youths, the administration moved the kennel to another location on campus so the dogs' barking wouldn't keep people awake.

By this time, Dalton had secured nonprofit status for POOCH so she could apply for foundation grants to run the program. This ensured that POOCH would use no state funds. In 1998, Dalton sold her Portland-area home because she was working full time at POOCH, but it wasn't funded enough to pay her a salary.

Training also applies to self

Jazz, a black Lab mix, was one of the "unadoptable" dogs. She came to POOCH six months after Kevin passed POOCH's rigorous interview process and was cleared to work in the program.

"Jazz had socialization problems," Kevin says. "She was aggressive when anyone came near her kennel and fought with some dogs. I had to change her behavior by redirecting her. For instance, if she was barking at another dog, I'd get her attention, direct her toward me, and give her positive reinforcement when she stopped barking."

Kevin says he was physically punished when he was growing up.

"But it didn't work well," he says. "Just like beating a dog isn't the way to change behavior. I enjoyed getting praise and compliments. Isolating me from other kids and suspending me from school weren't effective, either. I'd just try harder to get more attention from the other kids. I think if someone took the time to praise me, things would have turned out differently. People like to be valued, just like dogs do."

One program participant had been severely abused as a child and wouldn't let anyone near him emotionally. When he was paired with an abused dog, Dalton says, he learned to trust by teaching his dog to trust him.

Dalton says working with the dogs also teaches responsibility, patience, consistency and discipline.

"Some of these young men already have children," she says. "They need all these skills to be a good parent."

Learning job skills is an important part of the participants' day. In addition to finding loving homes for the shelter dogs, POOCH currently offers limited boarding, grooming and training services to give practical experience to the participants.

"This teaches the youth how to interact with customers and the public," Dalton says. "They also learn job skills, how to function as a team in a work environment, conflict resolution, computer skills, communication skills and leadership skills."

"When I got to MacLaren, I had to finish my high school diploma," Kevin says. "I wasn't too happy about that, but once I started working at POOCH part time, I wanted to get my diploma fast so I could spend all day with the dogs and be out of school forever."

POOCH changed Kevin's whole attitude toward education.

He says: "I got interested in learning about the dogs, so I started reading books at the kennel. Then I had to do a lot of reading and independent studying to pass my Pet Care Technician class. I passed the first time I took it, which motivated me to learn more. The more I learned, the more curious I got. When I leave here, I plan to go to college." Kevin already is taking online classes.

Kevin says Jazz was a good student, too: "She passed her Canine Good Citizen test the first time around. I was real proud of her and felt I'd made progress because I'd learned the skills to help her pass the first time. We were a good team."

People often express concern that giving up a dog after training is hard on the trainers.

"It is sad," Kevin says, "but that's balanced with feeling good about finding the dogs good homes. Jazz was adopted by a woman who lives in the country, a perfect place for the Lab mix. The woman also adopted another POOCH dog, so Jazz has a friend out there with her."

Results are all about success

Those who have had an opportunity to adopt POOCH dogs are quick to praise the program.

Rutherford Brakke-Pound, 29, and his wife, Liane, 29, adopted Cash, a black Lab-Australian shepherd mix last summer.

"My wife and I were impressed with the program from the beginning," Brakke-Pound says. "Joan came to our house to make sure it was suitable for a dog before we could adopt one. After we adopted Cash, we went back to MacLaren several times for training lessons and really enjoyed the opportunity to meet with the boys.

"Everything about the program is impressive," he says. "Cash is gentle, never gets riled, and is great with our 8-year-old son. We just got a couple of cats, and he's great with them, even though I don't think he's ever been around cats before. I give POOCH total credit for what a wonderful dog he is."

Stephanie Collingsworth, 30, who works at Multnomah County Animal Services in Troutdale, says POOCH is an excellent resource. "I know POOCH will stick with the dog until it has the skills to succeed in a home.

"We had a dog named Cleo that had been in foster care through us for six months," she says. "She'd always been on a leash and charged other dogs. She was going to be euthanized. POOCH literally saved her life. By the time she was adopted from POOCH, she was trained and could play with other dogs. Every other person who had touched her life had failed her, but not the kids at POOCH."

Despite the many success stories over the nearly 14 years POOCH has been helping both youth and dogs considered too problematic for society, Dalton says the program has numerous challenges.

"Funding is always an issue," she says. "We are run entirely by foundation grants, donations and the very small amount grooming and boarding brings in. The state pays for one staff salary because the program is located on MacLaren's campus. Otherwise, we have to raise every dime that goes into the program.

"There are always concerns about both the youth and the dogs as well, so I spend a great deal of time reassuring concerned people that we take numerous precautions to make sure everyone is safe."

Dalton is quick to point out that she has never regretted starting the program, even though she often goes months at a time without a salary and routinely works seven days a week.

"Dr. Sandra Merriam published a paper in 2001 after conducting a study to measure POOCH's success," Dalton says. "Over 100 youth had been through the program at the time, and the recidivism rate was 0 percent. To my knowledge, that hasn't changed since the study.

"How could I possibly complain about being tired or frustrated with setbacks when we've had that kind of success?"

So far, more than 300 youths have participated, and more than 200 dogs have received a second chance.

Kevin says POOCH has made a huge difference in his life: "I get along with people now. I don't need to act up to get attention. I don't just train the dogs, I also teach new participants how to train their dogs. That feels really good, even though training my peers has its challenges. I know I can accomplish things.

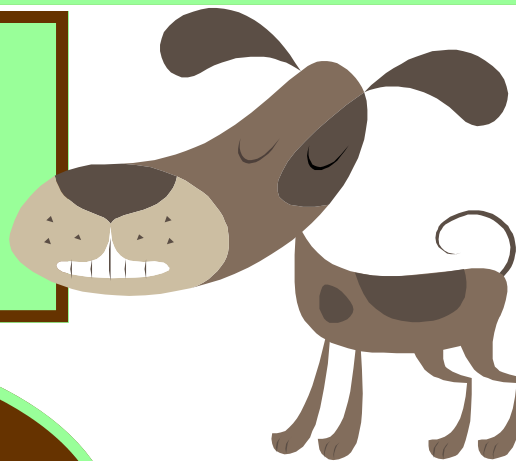
"I screwed up before I came in here, but I have a new way of looking at life. I'm not going to mess up again. There's too much good I can do."

To find out more about the program, visit www.pooch.org.

July 14, 2007
POOCH

In the Park

Mary S. Young Park
Highway 43
2 miles from I-205 Exit 8
West Linn Oregon
10 a.m. – 3p.m.



Prizes
Boutique shopping
Nail trims
Police dog demonstrations
Animal Communicator
Agility demos
Gourmet dog food sampling
Pet photographer
Dog training demonstrations

Fun and Games for your dog

- Dog races
- Biscuit toss contest
- Musical hoops
- Agility course
- And much more!

Visit our website to
find contest and event
registration forms
www.POOCH.org/event

All proceeds benefit Project POOCH, a non-profit organization that pairs juvenile offenders with shelter dogs. The youth train the dogs and then place them for adoption.

WWW.POOCH.ORG

All dogs must be on leash at this event



Sponsor logos and names will be printed on the back of the POOCH in the Park tee shirts.



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What to bring

Since POOCH in the Park is an outdoor event, we have allotted vendor space to accommodate a standard size 10 x 10 folding canopy. We will not have electrical capabilities, so keep that in mind when preparing for the event.

Following is a suggested packing list for your vendor tool Kit:

- 10 x 10 canopy
- Tape
- Pencils/pens
- Highlighter pens
- Paper clips
- Wide tip Sharpie
- Stapler
- Paper towels
- Waste basket and liners
- Business cards
- Sunscreen
- Give-a-ways
- Table(s) for display
- Note pads
- Glue stick
- Measuring tape
- Multipurpose cleaner
- Scissors
- Post it notes
- Small first aid kit
- Literature and display
- Hand sanitizer
- Camera with film
- Plenty of water

Think of your own special needs when putting together your vendor tool kit. July weather can be unpredictable in Oregon, so don't forget to plan for sunshine, rain or both.

Email:
Project_pooch@yahoo.com
www.pooch.org

Mailing Address
P.O. Box 305
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Site Address
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