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New Animal Welfare Organization Rescues
Three Pets In Its Inaugural Week

Silicon Valley Pet Project Hits the Ground Running…and Rescuing

SAN JOSE, CA – MARCH 31, 2015 – Silicon Valley's newest animal welfare organization, Silicon Valley Pet Project (SVPP), is now up and running, and is already working to save local shelter pets. Following the group's formal launch in February, its first action was to rescue two dogs and a cat from the "needs rescue" list at the San Jose Municipal Animal Care and Services Center.

Silicon Valley Pet Project is a 501(c)(3) nonprofit organization of volunteers committed to saving local at-risk shelter pets through rescue, community involvement and education. Initially, the group is partnering with the San Jose Municipal Animal Care and Services Center.

"There are many animals who come into the shelter and never make it up to the adoption floor -- often for minor medical issues. Unfortunately the shelter does not have the resources to care for these animals that are otherwise adoptable, so they rely on rescue groups to step up. Our focus is to get these animals into foster care where they can get the care and attention they need to prepare them for loving homes," said Melissa Lisbon, co-founder and board president. "It's a win-win for the animals, the shelter staff, and volunteers who are delighted to see these animals getting a second chance."

Through a robust foster network, community involvement and education, and sustainable business and operational practices, the new group plans to rescue and re-home more than 150 pets in its first year and increase that number every year thereafter.

"One of our most pressing needs is to grow our foster network since we can only pull pets when we have temporary homes available to take them in," Lisbon said.

The group was founded by Lisbon, Vivian O'Connell, Cathy Heape, and an extended group of board members and volunteers. After establishing San Jose Animal Advocates and working with another rescue group in the area, Lisbon and team decided it was time to do more.

Silicon Valley Pet Project has been a year in the making. To ensure staying power of the group's rescue efforts, the SVPP board spent much of the last 12 months defining its internal structure, goals, mission and vision; studying best practices implemented by two national no-kill programs (Austin Pets Alive! and No Kill LA); obtaining its non-profit 501(c)(3) status; securing its initial foster network; and developing outreach platforms. The nonprofit is funded through private and public donations, grants and partnerships with other local organizations. The all-volunteer group brings more than 25 years of experience in rescue and animal shelter operations.

"Silicon Valley Pet Project is a startup, not in technology, but in the business of saving lives," Lisbon said. "Homeless animals that end up in our local municipal shelter deserve the benefit of Silicon Valley's compassionate people and enviable resources."

SVPP will participate in Silicon Valley Gives on May 5, 2015. The 24-hour online event, sponsored by the Silicon Valley Community Foundation, allows donors to select and give to eligible and local nonprofits. The foundation collected $8 million during its inaugural 2014 event.

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Founded in 2014 and launched in 2015, Silicon Valley Pet Project is a nonprofit organization of volunteers committed to saving local at-risk shelter pets through rescue, community involvement

and education. To volunteer, foster, or donate go to www.svpetproject.org. Find and like us on Facebook.

Rescued in the nick of time... This senior Yorkie/Chihuahua mix, at-risk in the San Jose Animal Care Center, was rescued February 18 by Silicon Valley Pet Project – during the same week of its public launch. The dog, held by SVPP co-founder Vivian O'Connell, was placed into foster care in a safe and loving home. Find out about adopting pets from SVPP at svpetproject.org or Facebook.com/svpetproject.