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NEW PAWSibilities, Inc Receives A Grant for a Full Shelter Air Purifier from Maddie’s Fund

Oshkosh, WI (February 26 , 2019) – NEW PAWSibilities, Inc. is pleased to announce it has received a \$5,000 Innovation Grant from Maddie’s Fund, a national family foundation established by Dave and Cheryl Duffield to revolutionize the status and well-being of companion animals. These funds will support the purchase and installation of a full shelter air purifier.

All of the rescued dogs are transported to the NEW PAWSibilities facility in Northeast Wisconsin by their partners at the Kentucky River Regional Animal Shelter, one of the poorest and most remote areas in the Appalachian Mountains of Eastern Kentucky. They routinely rescue dogs with highly infectious canine diseases such as tracheobronchitis (kennel cough), other respiratory insults, and a variety of skin problems caused by exposure, flea and tick infestations, and poor diet.

All animals in their care are given appropriate vaccinations and treatment, however, in an environment with reduced air quality the healing process is significantly slowed, continual re-infection is a possibility, and the risk to other dogs is increased. Dogs with these and other conditions are considered unadoptable and unable to be featured on their website. As a result, they stay at the shelter, on average, an additional four to six weeks longer than healthier dogs. Although a dog in the middle to the last stages of kennel cough or skin issues is going to heal healthy dogs are more appealing to the public. Improved air quality can cut the healing process by 50% which will allow them to rescue more animals thus increasing the number of adoptable dogs.

“The consequences of a lower than desired air quality has several outcomes that go beyond the health and well-being of the animals,” emphasizes NEW PAWSibilities founder and Executive Director Jim Deering. “How clean our kennels and visitation rooms look and smell are two huge indicators to prospective clients about how well our shelter is being run. Despite keeping to a daily cleaning and sanitizing schedule the doggy smells linger. An air purifier is the best way to improve perspective adoptive families’ perception of cleanliness which we believe will make for a better overall adoption experience.”

Saving as many lives as possible is the ultimate goal at NEW PAWSibilities. As no dog is ever euthanized in their care for anything other than the dog’s quality of life or terminal outcome NEW PAWSibilities feels confident that the full shelter air purifier will ultimately result in an additional 400 lives saved annually.

The Maddie Fund awards the Innovative Grants through a competitive application and review process.

About NEW PAWSibilities, Inc.

NEW PAWSibilities is a no-kill shelter serving families in Northeast Wisconsin. Our team of dog-loving, compassionate people work to eliminate the stigma of “un-adoptability” brought on by breed, age, and physical malady. NEW PAWSibilities welcomes easy dogs but they also take care of those dogs that may need some rehabilitation as well as older dogs that may not get adopted as quickly. Our goal is to find an adopter whose lifestyle and family configuration is a perfect match for one of their amazing dogs. Their mission is to create a world where every dog can be surrounded by love. They get enormous satisfaction by connecting people and dogs because, as simple as it sounds, love *is* just a wag away.

About Maddie's Fund

Maddie's Fund® is a family foundation created in 1994 by Workday co-founder Dave Duffield and his wife, Cheryl, who have endowed the Foundation with more than \$300 million. Since then, the Foundation has awarded more than \$225.7 million in grants toward increased community lifesaving, shelter medicine education, and pet adoptions across the U.S. The Duffields named Maddie's Fund after their Miniature Schnauzer Maddie, who always made them laugh and gave them much joy. Maddie was with Dave and Cheryl from 1987 - 1997 and continues to inspire them today. Maddie's Fund is the fulfillment of a promise to an inspirational dog, investing its resources to create a no-kill nation where every dog and cat is guaranteed a healthy home or habitat. #ThanksToMaddie.