

Newsletter

Volume 2, Issue 1

The Emma Zen Foundation

January 2013

Happy New Year

Thank you to each individual who participated through donation of funds, time or effort and in some cases all three. So much was accomplished in 2012 and the animals owe their safety to you!

Be Prepared ★ Be Safe

The Emma Zen Foundation

What's in a kit?

Many Each kit comes with three different size masks ranging from a bird or Chihuahua to a Great Dane or Mastiff size pet. Tubing is provided that hooks up to the oxygen system already provided on fire engines. Along with an instructional manual we provide a data sheet as a quick guide reference for on the spot recall. Links for a training video on how to use the equipment and some pet specific first aid and CPR are included. Certification is not required for their use but training is mandatory as regulated by each county fire protection district.



What are Pet Oxygen Masks?

There's a lot of talk about Pet Oxygen Masks but what are they? They are oxygen masks that have been designed to work on cats and dogs. They are shaped to fit a pet's muzzle or snout with a wide opening at the base and a rubber seal that allows it to fit snugly over different pet facial contours. They hold the jaws in place allowing a constant flow of oxygen to be administered directly into the nostrils. This is a major point as in pet CPR air is delivered directly into the nostrils which is different from human CPR. This special design has provided a quick recovery of pets that have been affected with breathing difficulties due to smoke asphyxiation and other fire related difficulties.

We are proud to announce our new website

www.emmazenfoundation.com

With more interaction on

Facebook, twitter, instagram and pinterest!

INSIDE THIS ISSUE

- 1** What are Pet Oxygen Masks
- 2** What to do?
- 3** New TEAMS, Calendar of Events, Where to start
- 4** Sponsors and Supporters
- 5** Year End Review and Distribution
- 6** The next generation

What should they do?

Imagine this, you're a fire fighter and you push through the front door flames visible, smoke intensive and heat so intense it takes your breath away. Your eyesight affected by the sights a home enraged with fire brings as you work your way through a burning building to make sure "life" is not waiting in jeopardy somewhere. This is a seen fire fighters face much too often. Now imagine you are about to retreat, you have found no human life. But wait, there is a dog! Now most of the stories you hear are from the outside, pets carried lifelessly to rescue. But we heard one tail that started from this point right here and this dog was nowhere near ready to lie down. He was large, frightened, confused and as we heard it mad as hell. The fire fighter made a choice to try and save the pet but it ran further back into the burning house. Still yet whether he should or shouldn't he chase after the dog to save its life. The dog wanted no part of it! The story ends that the fire fighter won, he drug the live dog out only after being seriously bitten. This is important not a place for us emotional pet lovers to fold and say "oh praise him he did the right thing," If fire fighters are being bitten they may not be allowed someday to save our pets? I don't know that I am just thinking of the liability issues that are apparent here. So what would you have them do? Do you want to be responsible for injuring another life? Should we be making rules as to when to; and when not to; help a pet? It's a touchy topic and one the foundation would like to address.

Please send us your thoughts, experiences or input at emmazenfoundation@hotmail.com. We look forward to the challenges as well as the success and victories!



What should you do?



SLOW DOWN AND MOVE OVER!

So many of us are in a hurry these day, just think the next time you have to pass a police car pulling someone over or a fire truck on its way somewhere, what if that was someone I loved? Now slow down and move over because for someone else that is true about the people on the side of the road. HumanKind, be both!

What could your pet do?

The alarms are going off!!! The noise is and action may be more of a response then calm exit. I know you don't think so but it's possible your first instinct is to save yourself. So what could your pets do to help themselves too? Introducing our new Pet Safety Games © learn how to teach your pet to retreat to a door or window when they hear your fire alarm! Start by recording the sound of your alarm with your cell phone the next time you check your batteries. Then choose a word your most likely to say if your alarm goes off. (Do not use the word fire or you could mislead your neighbors during training exercises.) Then we will be training your pet to retreat to a particular area as cued by the recorded sound of your alarm! More details on line join us there!

www.emmazenfoundation.com

INTRODUCING OUR NEW TEAMS!

We are so excited to announce some of our new adventures this year including TEAM Aid and TEAM Bark!

TEAM Aid pledges to raise enough funds to supply each team member of the National Disaster Search Dog Foundation with pet first aid kits by Sunny Dog Ink assuring that the dogs that put their lives at stake to save ours can stay safe and healthy themselves.

TEAM Bark will be providing shelter pets with proper ID by **BARKCODE** assuring that fewer pets will find end up back in the shelter and will find their way back to their new homes!

*Along with our new TEAMS
come new opportunities to provide
Pet Safety in your community!*

CALENDAR OF EVENTS

SoCAL PET EXPO

LONG BEACH ARENA
10 – 6 SATURDAY FEBRUARY 2ND, 2013
Pet Friendly Event

MARCH 1ST

ONLINE FUNDRAISER
MARCH 1ST – 22ND
An Incredible Surprise to be announced soon!

AMERICAS PET EXPO

ORANGE COUNTY FAIR & EVENT CENTER
APRIL 19TH – 21ST
<http://www.petexpooc.com/>

PET SAFETY SEMINAR

We will be announcing a new date soon for another Pet Safety Seminar. Keep an eye out for these upcoming dates.

*Please visit us online at
www.facebook.com/emmazenfoundation
for updated information on new events!*

Where to start

You like the idea of Pet Oxygen Masks but don't know where to start? Below is a simple guideline on how to get started in your own area! Working in conjunction with the Emma Zen Foundation you'll be part of an elite organization whose commitment is to standardization and not donation. The difference is anyone can donate a kit but it doesn't mean it will be used. Firefighters are tried to go to the same place for the same thing on every like vehicle, this organization saves time and lives! This also means one kit may not do your fire department any good, but one on each engine may assist both the placement of this equipment and your pet if ever needed! Here we highlight the basic though you can visit us online for more detailed information.

1. Call your local department and ask to speak with the Captain or Chief.
2. Let them know that you would like to raise the funds for enough Pet Oxygen Mask kits for their department at the rate of one kit per engine.
3. Write down your contacts name, number and amount of kits requested.
4. Contact us and let us know the amount of kits needed and then we will help give you direct to raise funds! This is the fun part!

It's that simple! Get involved and change the ability to survive for your pet and the pets in your community!



CANIDAE PET FOODS

CANIDAE.COM

There's nothing like being on the road in my sidecar but it takes being in great shape to be a biker dog! Thanks to CANIDAE Pet Foods I'm healthy and able to keep on riding! CANIDAE has helped to put us out on the open road and meet people and tell them all about Pet Safety. What you eat, the activity level you have the same measures you have in place all help to strengthen and secure your pets life.



If you mean me on the road open the right saddlebag. I bet you'll find it filled with dog food for me and CANIDAE coupons for you!

CANIDAE PET FOODS, "Thank you" for being the purr in my motor. So to speak! ☺

HOW YOU CAN HELP!!!

Members Give

- Use your American Express Points to donate. 10,000 points can buy you a magazine or donate one complete kit to a fire department in need.

I Give

- Is online software that you download for free, choose the Emma Zen Foundation as your chosen charity and then you shop online as usual. When applicable a percentage of your sale will benefit Pet Oxygen Masks.

Good Search

- Is a search engine you can download for free and surf and support! It's that easy!

DOG IS GOOD

DOGISGOOD.COM

We have been riding in style ever since we've been wearing dog is good clothing! And you've got to love a company whose gives back to their community. Dog Is Good donates a portion of all Dog.Codependent sales to Pet Oxygen Masks via the Emma Zen Foundation! We are fortunate to have the ongoing support from Dog Is Good and if we don't say so ourselves we've never looked better!

Thank you!



Club Cards

- Ralps, Food 4 Less and Kroger have club cards that link up with your chosen charity at no cost to you. At the years end they donate a percentage of your purchases to a foundation. Please visit our website for a printable flyer.

Restaurant.com

- Purchase a \$50.00 gift card for \$20.00 and \$8.00 of each gift card benefits the Emma Zen Foundation.

Call to Action

- What to help but don't have the funds just now? TEXT the word BREATHE to 28594 and a reminder will be sent to your email address at a later date!

www.emmazenfoundation.com

The numbers are in!

2012 was extremely successful we raised \$86,736.42. Those revenues came from Puppy Prodigies, Annenberg Foundation, ASPCA, Southern California Labrador Retriever Rescue, Disney Volunteers Program, Dog is Good and individual contributions. Out year ends expensive were 80,110.33 leaving January's beginning check book balance at \$6,626.09. Take 80,110.33 and divide it by the \$75.00 each kit cost and you end up with 1,068 kits. However, we had some business expenses and the manufacture through in some free kits (I think they were overwhelmed by our efforts) and the bottom line ended up being we distributed 1,132 Pet Oxygen Masks kits and had administration fees of just 9%! A complete list can be found online and our 990 form will be available no later than June 1st, 2013.

Debra Jo Chiapuzio / President / Secretary

Jim Chiapuzio / Vice President

Denise Fleck / Treasurer / Safety Council

Laura Erikson / Safety Council

Tanya Stephens / Advisory Board

Understanding Distribution

In California every county has three divisions of sorts. There is the County of; The City of; and municipal cities. Our accomplishments in 2012 include:

ORANGE COUNTY, CITY OF AND ALL MUNICIPALS ARE COVERED

LOS ANGELES COUNTY – DONE

(LA CITY ALREADY OUTFITTED)

SOME MUNICIPALS LEFT

SAN BERNARDION COUNTY – DONE

CITY OF SB – DONE

SOME MUNICIPALS LEFT

RIVERSIDE COUNTY – DONE

(CITY OF RIVERSIDE ALREADY OUTFITTED)



Nearly 400 kits were also established in the state of Colorado!
This was a fundraiser specifically for their state as raised by our friend
<http://www.surfdogricochet.com/>

The next generation

We worked our tails off last year, we all did. And while it worked remarkably well this year we are going to try a different approach. After all I am a biker dog and I cannot ride if I'm at a pet expo every weekend! We will be out in the public but maybe not at as many dog friendly events. This year we are going to concentrate on grants, employee giving programs, pet safety seminars, and online raffles plus getting our TEAM O2 Members more involved in their own areas! This will hopefully allow us to work a normal work week and give us weekends to spend with our family. Sacrifices that was necessary for our first 18 months of success. Now that the ball is rolling we want to continue to make a difference in the lives of pets and with just as much gusto plan on making just as big of an imprint as we have in the previous years. But there are those that won't see us on the scene as much but if they look close enough they may see some of our volunteers caring on the tradition. We would like to thank the numerous people who helped make so many of those weekend gigs possible. The public knows about Pet Oxygen Masks in large part due to all your efforts! We are not forgetting our roots; we are just trying to grow bigger trees!



www.emmazenfoundation.com
www.facebook.com/emmazenfoundation
www.twitter.com/emmazen
www.pinterest.com/emmazen501
www.instagram.com/emma_zen
www.youtube.com/thebikedog

Employee Giving

Employee Giving Programs are a simple and efficient yet significant way for your company to make a difference in the lives of people in your community and throughout the world. Payroll pledge programs also called payroll deduction programs are one of the easiest, most efficient ways for organization to raise funds for support of nonprofits. If you are an employee of a medium to large company or the company manager contact us in regards to our pet safety seminars that are available in the Southern California area.

Don't forget to check our new website

www.emmazenfoundation.com

And see what were up to on:

Facebook, twitter, instagram and pinterest!

New Year Resolution

To be able to reduce the amount of time I am at the desk.
And get out there with my dog! ■

Debra Jo Chiapuzio / President

