Who knows the ASPCA?

- Do you know someone on staff?
- Been to ASPCApro.org?
- Experienced a program; SAFER, MTA, MYM, Canineality, Feline-ality...?
- · Been to a presentation?
- Been to a sponsored event?
- Know someone who has received a grant?

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Community Outreach

- ASPCA® Mission: Orange™
- Shelter Outreach
- Humane Education
- Equine Program Disaster Preparedness
- ASPCApro.org
- Meet Your Match® Adoption Program



ASPCA

The Community Outreach Team

Expertise:

Animal control, adoption programs, cruelty investigation, spay/neuter programs, shelter management, distance learning, humane education, shelter animal behavior rehabilitation programs, disaster preparedness, fundraissing, grant-making, board development, shelter operations and coalition-building.





Meet Your Match™ Programs



SAFER™
• Aggression assessment

Meet the Adopter

Feline-ality™ & Canine-ality™

- Increases adoptions
- Reduces returns
- Improves customer service

ASPCA

Disaster Readiness

- Working with State Animal Rescue Teams & communities to create readiness plans for animals during times of disaster
- Offering training opportunities for first responders in ice rescue, large animal transport, etc.
- Deploying the A-Team to disasters and large scale seizures.
- Working w/ National Animal Rescue & Sheltering Coalition to create national standards & procedures



ASPCA

More requests for assistance from around the country each year

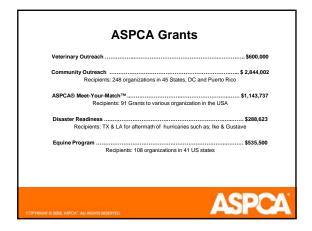


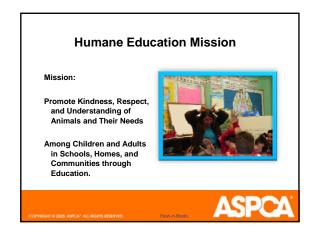


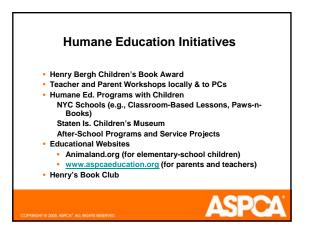


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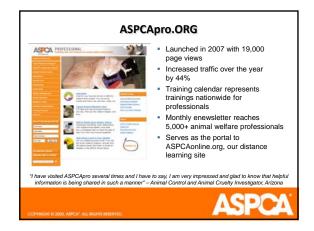
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Saving Lives page includes

- · Safety net programs
- Adoption
- Return to owner
- Foster care
- Transfer programs
- Enrichment for shelter dogs
- Equine program





Animal Poison Control Hotline

- The ASPCA Animal Poison Control Center (APCC) is the premier animal poison control center in North America
- The APCC is dedicated to helping animals exposed to potentially hazardous substances by providing 24hour veterinary diagnostic and treatment recommendations.

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Community Outreach in 2008

- 257 workshops provided to over 32,000 individuals
- \$4,099,570 total in grants to
 250 organizations in
 45 states, DC and Puerto Rico

Grant dollars are as of 3/11/09, pending information from Accounting

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R & D

- Is it Feral Phase 2; Developing methodology to investigate the ability to discriminate between feral and owned cats
- ID Me;Investigation of ID tag use Can we increase use and does increased use decrease intake
- SAFER research project; Continuing to investigate the methodology for predicting canine aggression towards children as well as to further detail canine behavior around the food bowl.
- MYM Feline-ality Paired Cat Study; Investigating which Feline-alities pair up best together in the home.

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What is ASPCA® Mission: Orange™?

- A. Darned if I know....
- B. A secret legion created to swipe dogs from yards under the cover of darkness, neuter them, replace their testicles with neutical implants and return the dogs without the owners ever knowing.
- C. Intensive community partnership to increase Live Release Rates

The LRR rate expresses as a percentage the number of animals returned to owner, adopted, or transferred outside the partner organizations divided by the total number of animals received (total intake).

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The ASPCA has partnered with animal welfare groups and others to foster inclusion, cooperation and collaboration of efforts for the betterment of the animals

We believe that we will effect more immediate, measurable and sustainable change for animals in these communities, especially for the animals most atrisk—those animals in shelters.

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Partners

- The ASPCA partners with the groups that are doing the work in the community, have an interest in collaboration and the means to make change and sustain it.
- Must play well with others
- Share media/branding opportunities
- Rescues, shelters, municipal, animal control, S/N groups, and non-animal groups are welcome.





Key Elements of AM:O

- · Collaboration and cooperation
- Programs addressing animals most at risk are the priority
 - Shelter animals
 - Animals in danger of being surrendered
- Priorities will vary by community
 - RTO/Microchipping S/N

 - Marketing CampaignAnimal Transport

 - Enhanced Adoptions

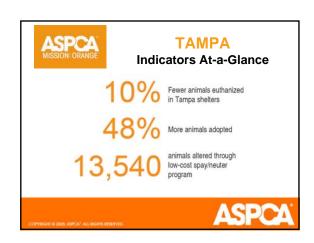




Key Elements Cont'd

- Set and measurable goals
 - Determined by the partnership
 - _% increase in LRR, year one
 - LRR at ____% end of year three
- Measured via "Dashboard"
 - Baseline data collected prior to launching AM:O





What does this mean for you right now?

- You can benefit from what we have learned via this program
 - What has worked and what hasn't?
 - Check us out at www.aspcapro.org



What Can the ASPCA Offer You - Today? • Model Programs: (www.aspcapro.org) - Foster Care - Volunteer - TNR - Etc. • Contacts - Experts in the field and shelters with model programs/successes • Training - Board development and strategic planning - Staff training - Customer Service • Enrichment for the Animals • Misc.

What Can the ASPCA Offer You - Today? • Guidance (www.aspcapro.org) - Best Practices - Operational Guidance • SOP's - Access to our Humane Education Department - Legislative Guidance and Information • Grants - Small grant program

