

Who knows the ASPCA?

- Do you know someone on staff?
- Been to ASPCApro.org?
- Experienced a program; SAFER, MTA, MYM, Canine-ality, 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



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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, fundraising, grant-making, board development, shelter operations and coalition-building.



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Meet Your Match™ Programs



- SAFER™**
- Aggression assessment
- Meet the Adopter**
- Feline-ality™ & Canine-ality™**
- Increases adoptions
 - Reduces returns
 - Improves customer service



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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



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More requests for assistance from around the country each year



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ASPCA Grants

Veterinary Outreach	\$600,000
Community Outreach	\$ 2,844,002
Recipients: 248 organizations in 45 States, DC and Puerto Rico	
ASPCA® Meet-Your-Match™	\$1,143,737
Recipients: 91 Grants to various organization in the USA	
Disaster Readiness	\$288,623
Recipients: TX & LA for aftermath of hurricanes such as, Ike & Gustave	
Equine Program	\$535,500
Recipients: 108 organizations in 41 US states	




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Humane Education Mission

Mission:

Promote Kindness, Respect, and Understanding of Animals and Their Needs

Among Children and Adults in Schools, Homes, and Communities through Education.






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Humane Education Initiatives


- Henry Bergh Children's Book Award
- Teacher and Parent Workshops locally & to PCs
- Humane Ed. Programs with Children
 - NYC Schools (e.g., Classroom-Based Lessons, Paws-n-Books)
 - Staten Is. Children's Museum
 - After-School Programs and Service Projects
- Educational Websites
 - Animaland.org (for elementary-school children)
 - www.aspcaeducation.org (for parents and teachers)
- Henry's Book Club




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The Adoption Center


- Over 3,260 cats & dogs placed in 2008
- Placing animals from the Public, AC&C, and HLE
- Mobile adoption program includes "Pets to the People" and Corporate partnerships
- All animals given veterinary and behavioral support






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ASPCApro.ORG



- Launched in 2007 with 19,000 page views
- Increased traffic over the year by 44%
- Training calendar represents trainings nationwide for professionals
- Monthly newsletter reaches 5,000+ animal welfare professionals
- Serves as the portal to ASPCAonline.org, our distance learning site

"I have visited ASPCApro several times and I have to say, I am very impressed and glad to know that helpful information is being shared in such a manner" – Animal Control and Animal Cruelty Investigator, Arizona



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Spay/Neuter page includes

- Spay/Neuter Database
- Starting a Program
- Mobile and Transport Programs
- Public Funding
- Partnerships
- Spay/Neuter Innovators
- Marketing and Promotion
- Resources for Veterinarians






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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



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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 24-hour 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 at-risk—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.



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ASPCA COMMUNITY LIAISONS



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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 Campaign
 - Animal Transport
 - Enhanced Adoptions



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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



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AUSTIN Indicators At-a-Glance

4,419 Fewer animals killed in Austin shelters

3,275 Fewer animals entering Austin shelters

1,154 Animals transferred from Town Lake Animal Center to Austin Humane Society

25,328 Low-cost and free spay/neuters



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TAMPA Indicators At-a-Glance

10% Fewer animals euthanized in Tampa shelters

48% More animals adopted

13,540 animals altered through low-cost spay/neuter program




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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


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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.


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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

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What questions do you have?



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