



**49 shelters, 3 months...**

**8,977 *MORE* LIVES SAVED!**



### **Overall, participant experience was very positive**

- 84% of shelters rated their experience as “good” or better; 19% as “excellent”
- All responders said experience was valuable, with 37% = “extremely” valuable and 44% “very” valuable
- 67% are “very likely” to recommend Challenge participation to others

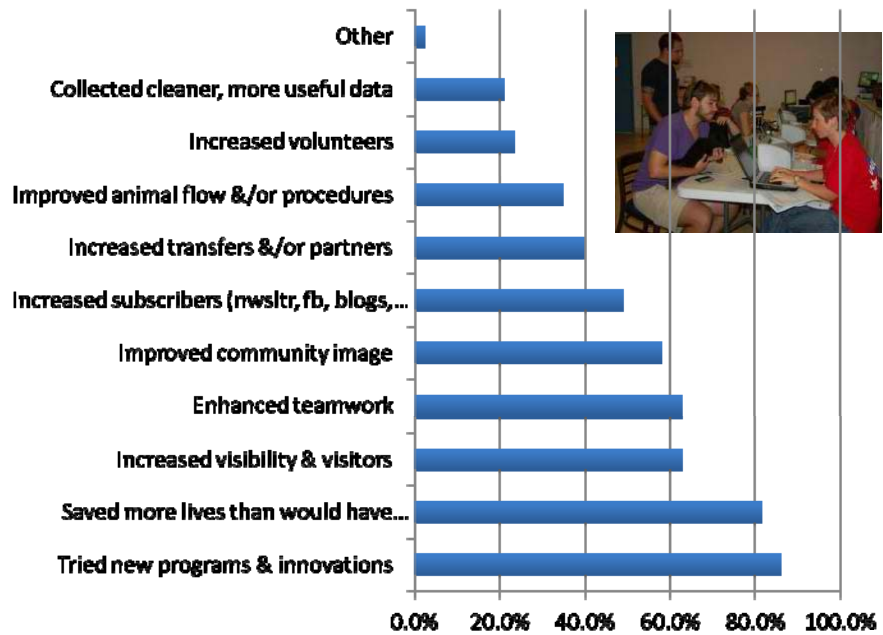


## Did your shelter break any records?

Yes = 70%!



## Which of the following are true as a result of participating

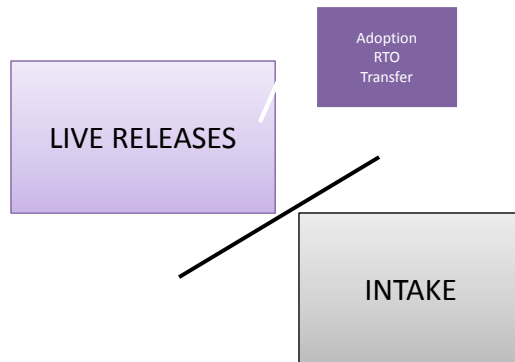


## Snapshot!

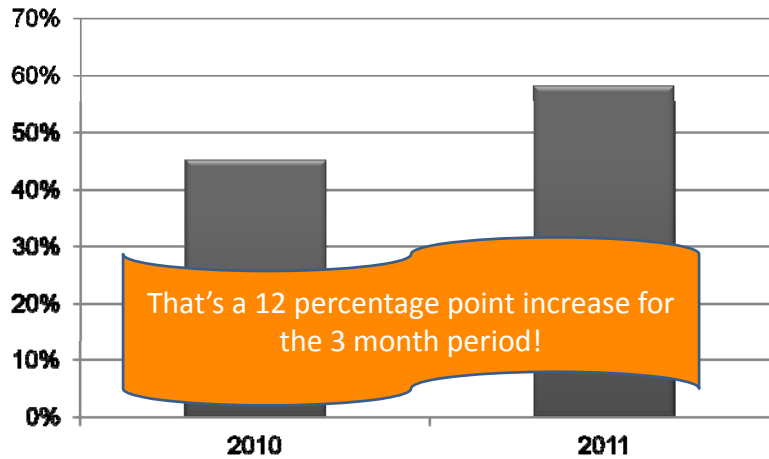
	Dogs	Cats
Lives Saved	19,860	16,708
Increase in Lives Saved	4,624	4,353
Adoptions Increase	4,816	4,375



## Let's Talk Live Release Rate



### Live Release Rate



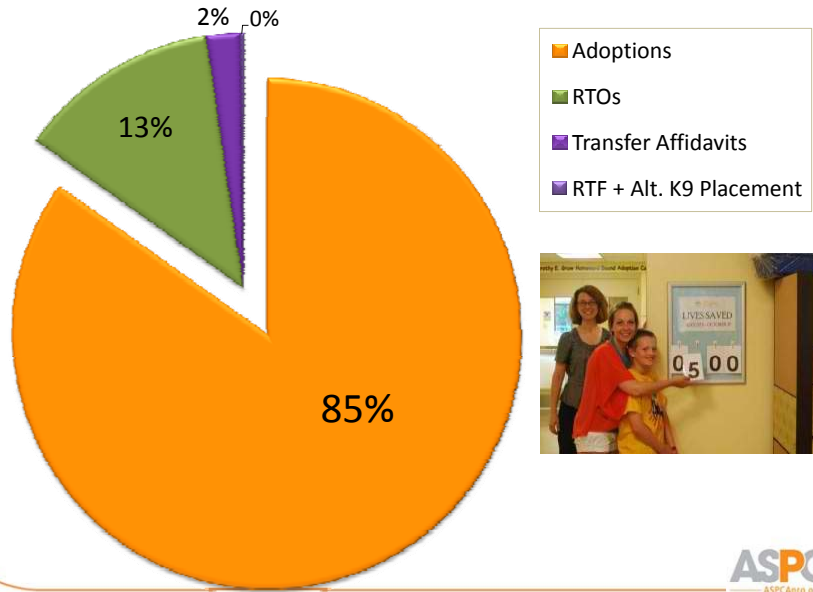
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### Digging a bit deeper...

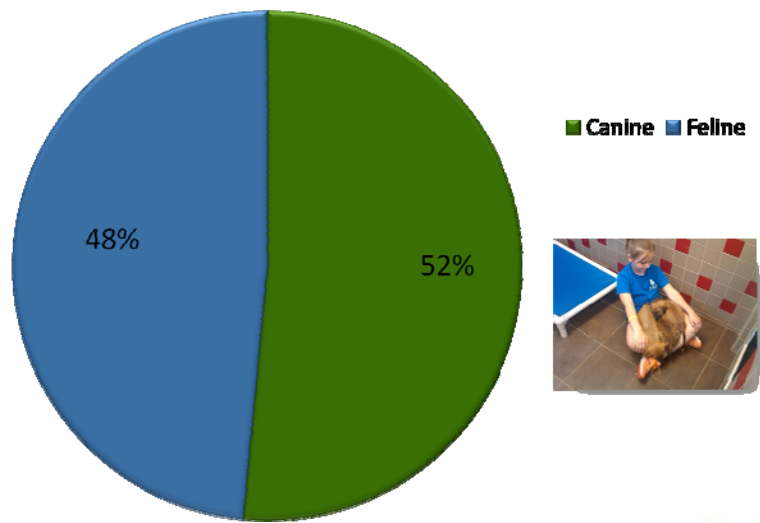
	Dogs	Cats
RTO Increase	339	203
Transfers-In Change	2,393	417
Adoption Rate Increase	20 pct pts	12 pct pts
Euthanasia Decrease	158	3,169

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### 2011 Challenge Composition of Live Outcomes

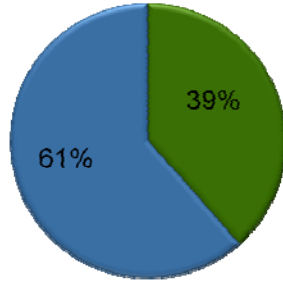


### Increase in Live Outcomes by Species

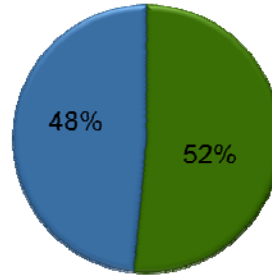


## Cats vs. Dogs – 2010 vs. 2011

**2010  
Increase in Live Outcomes  
by Species**

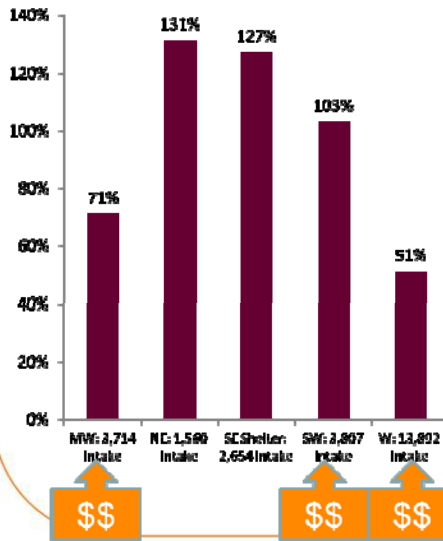


**2011  
Increase in Live Outcomes  
by Species**

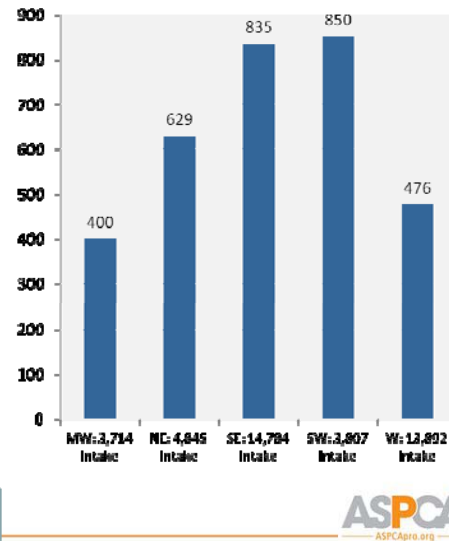


## What if the Challenge had been decided on % increase?

**Regional Winners by % Incr.**



**Regional Winners by # Increase**



## What do you value most about your accomplishments?

1. Thinking outside the box
2. Increase in adoptions
3. Community support



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## Exposure via ASPCA vehicles...

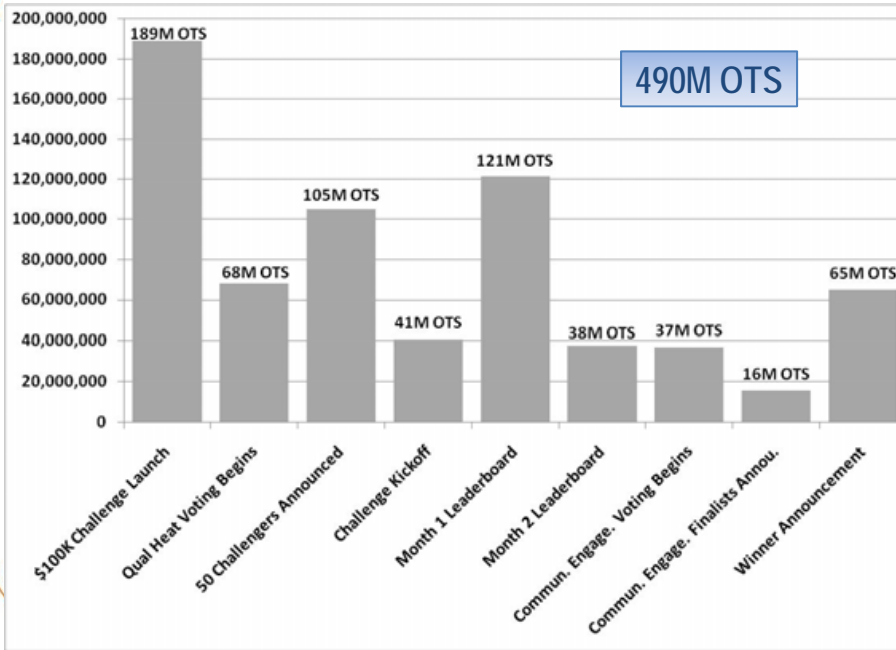


- 11,000 page views on Shelters' Edge blog
- 754,000 votes; 284,000 unique voters; 193,000 emails
- 252,000 page views monthly on aspcapro.org
- 12+ Million messages delivered to ASPCA subscribers
- Regular updates to 1+ Million ASPCA Facebook fans



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## Media Exposure...



## Volunteers...



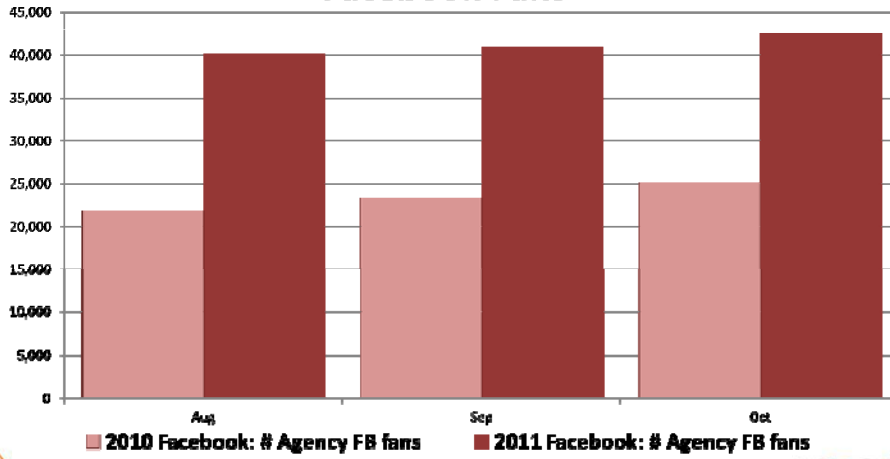
### Volunteers - Hours worked



## Social Media...

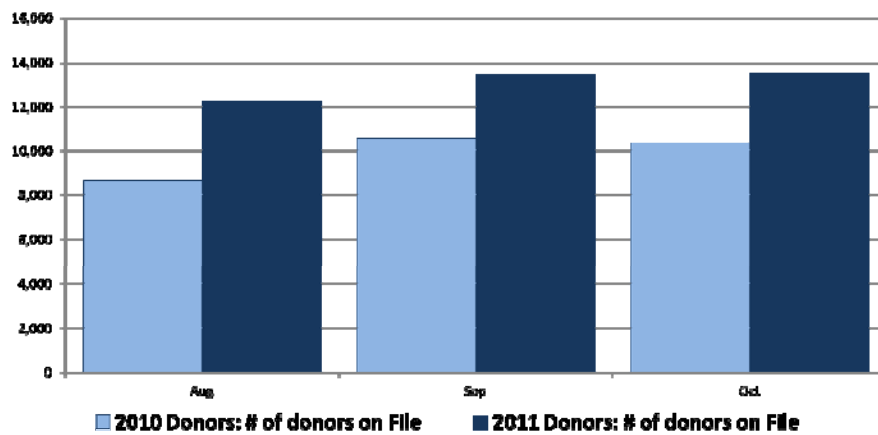


### Facebook Fans



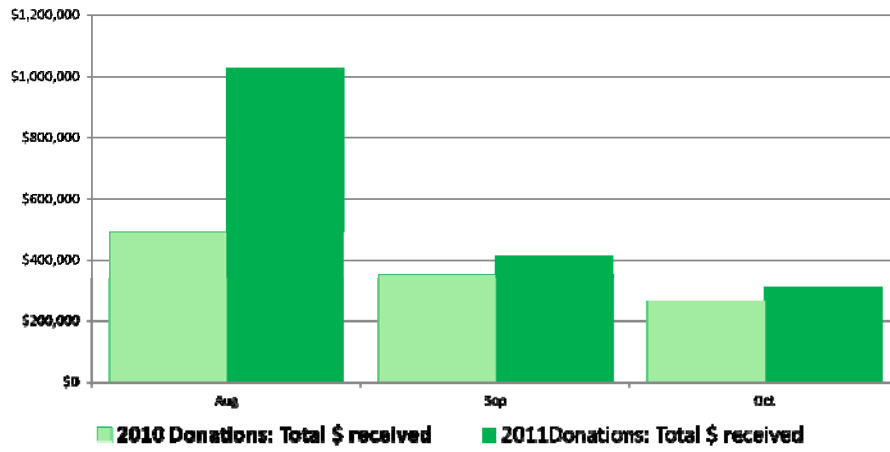
## # of Donors...

### # Donors

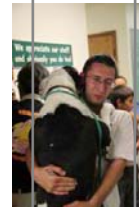
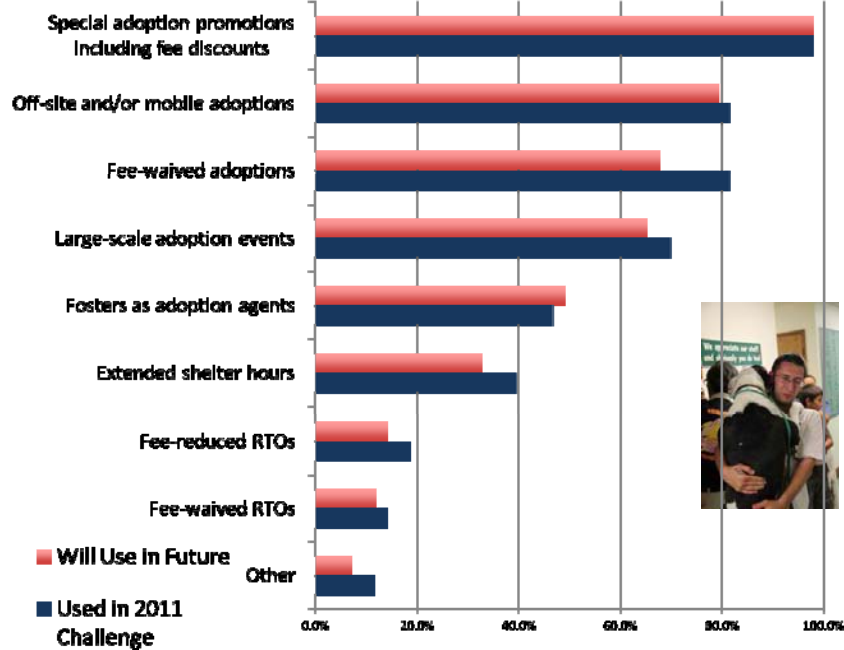


## \$\$\$ Donated...

### \$ Donated



## Programs used & intentions to continue



## Of everything you tried, what was most successful?

- Fee waived adoptions
- Reduced fees
- Really cute, attention grabbing themes
- Mega adoption events with other shelters
- Big events
- 24-hour events
- More Facebook updates



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## Of everything you tried, what will you NOT do again?

- 24-hour events
- Waived fees
- Spreading the leadership across too many people
- Community voting
- Nothing



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## Canine Transfers

		2011 Challengers	2010 Challengers
<b>Challenge Year</b>	Transfers In	6,626	7,096
	Transfers Out	5,668	3,414
<b>Baseline Year</b>	Transfers In	4,584	5,355
	Transfers Out	4,268	3,570
<b>YoY Diff (#)</b>	Transfers In	2,042	1,741
	Transfers Out	1,400	-156
<b>YoY Diff (%)</b>	Transfers In	45%	33%
	Transfers Out	33%	-4%
<b>Canine Affidavits Rec'd</b>		<b>1,231</b>	<b>1,445</b>
<b>Canine Affidavit Rate (% of Trans Out)</b>		<b>22%</b>	<b>42%</b>

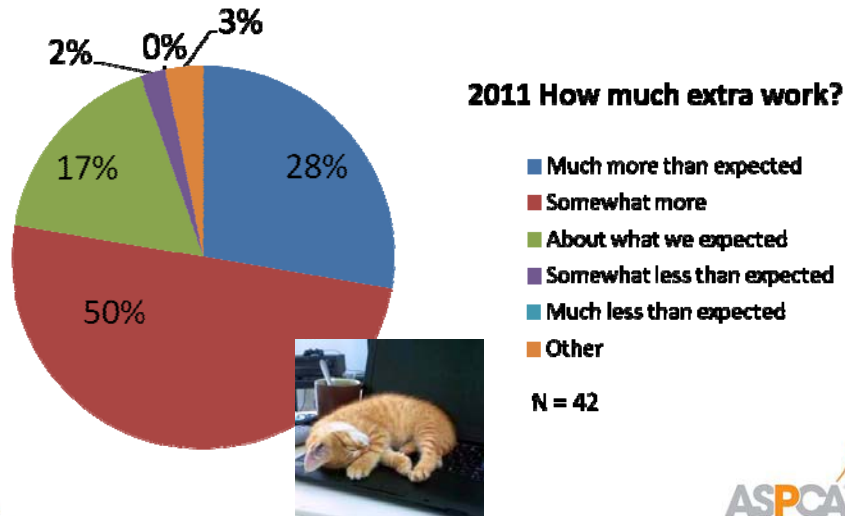


## Feline Transfers

		2011 Challengers	2010 Challengers
<b>Challenge Year</b>	Transfers In	3,083	3,828
	Transfers Out	2,823	1,462
<b>Baseline Year</b>	Transfers In	2,788	2,038
	Transfers Out	2,096	1,634
<b>YoY Diff (#)</b>	Transfers In	295	1,790
	Transfers Out	727	-172
<b>YoY Diff (%)</b>	Transfers In	11%	88%
	Transfers Out	35%	-11%
<b>Feline Affidavits Rec'd</b>		<b>362</b>	<b>788</b>
<b>Feline Affidavit Rate (% of Trans Out)</b>		<b>14%</b>	<b>54%</b>



**Compared with your expectations when you first joined, how much extra work did your shelter's staff do during the Challenge?**



**What were your biggest challenges?**

1. Staff stress, fatigue &/or resistance
2. Loss of revenue a-la fee-waived adoptions
3. Natural disasters



## What are the most important things you did to engage/sustain staff & vol's?

- Focused on saving lives
- Fed them! (cupcakes!!)
- Frequent meetings / pep rallies
- Keeping everyone up to date
- Making sure protocols stayed in place
- Facebook postings
- Stayed focus on lives we saved
- Number indicator in lobby
- Cheerleading, praise, thank you's!
- Had everyone participate in planning



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## What advice would you give another shelter considering the Challenge?

**Definitely plan ahead.**

**Plan, plan, plan!!!**



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Visit the ASPCA Challenge site at

<http://challenge.aspcapro.org/>



## COMING ATTRACTIONS FROM ASPCApro.org

[www.aspcapro.org/webinars](http://www.aspcapro.org/webinars)

- **Life Saving Tips for Small Shelters**  
*Featuring Greater Androscoggin Humane Society*  
(Feb 8)
- **Life Saving Tips on Community Engagement**  
*Featuring Humane Society for Greater Savannah*  
(Feb 15)
- **Strategizing and Energizing to Save Lives**  
*Featuring Humane Society of South Mississippi*  
(Feb 22)

