



**Help us turn
data into life.**

Turning Data into Lives Saved



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THANK YOU



Why Should My Shelter Participate?





The path we're on today:
Hello, our name is . . .
What to Count
Keep It Clean
Reporting What's Next

Hello, our name is:



Vital stats

Initial planning: 2011-2012

Incorporation (Washington DC): June 11, 2013

IRS designation: 501(c)3

Board of Directors: 16 directors

Advisors to the Board: 9 advisors

Staff: Two half time positions

2015 Operating Budget: \$151,010

Funding: grants from national partners

Web address: www.shelteranimalscount.org

Who We Are

Each of these organizations support our work through board service by their staff or members:



Mission Statement:

to create, share and steward a
national database of sheltered
animals that provides facts and
enables insights to save lives

WHAT TO COUNT



Basic Data Matrix

- Designed to serve as a tool for basic (minimal) data collection
- Accepted by many as a national norm
- Only collects data, doesn't analyze data
- Can be used for basic data collection, or as a tool to “roll-up” more complex data sets

What to know . . .

- Tracks by species and age

- Reports “owner intended euthanasia”

- Tracks live admissions only

- What is possession

- Others aren't there

Basic Data Points

Live Intakes

Outcomes

Species (canine & feline)

Age (juvenile & adult)

Shelters own their own data. What you give, you can take away.

Authorized Person. Who's in charge?

Transparency. When reports are available (Q3 2016), all data will be available to anyone who visits our website, unless you tell us otherwise.

Multiple Locations. In one county, one location.
In more than one county, multiple locations.

Transfers. We'll be reporting gross and net intake.

Support. All questions and concerns can be submitted to info@shelteranimalscount.us.
We've got board members and brand new staff ready to help!

Let's take a look!!





What are your questions?

KEEP IT CLEAN



- **Beginning & Ending Counts**
- **DOA**
- **DOB**
- **Addresses**
- **Foster Care**
- **Services vs Admission**
- **Definitions**
- **Status Changes**
- **Altered Status**
- **Returns**
- **Born in Care**



How do you know it's clean?

Training
Daily Rounds
Reconcile

In the end . . .



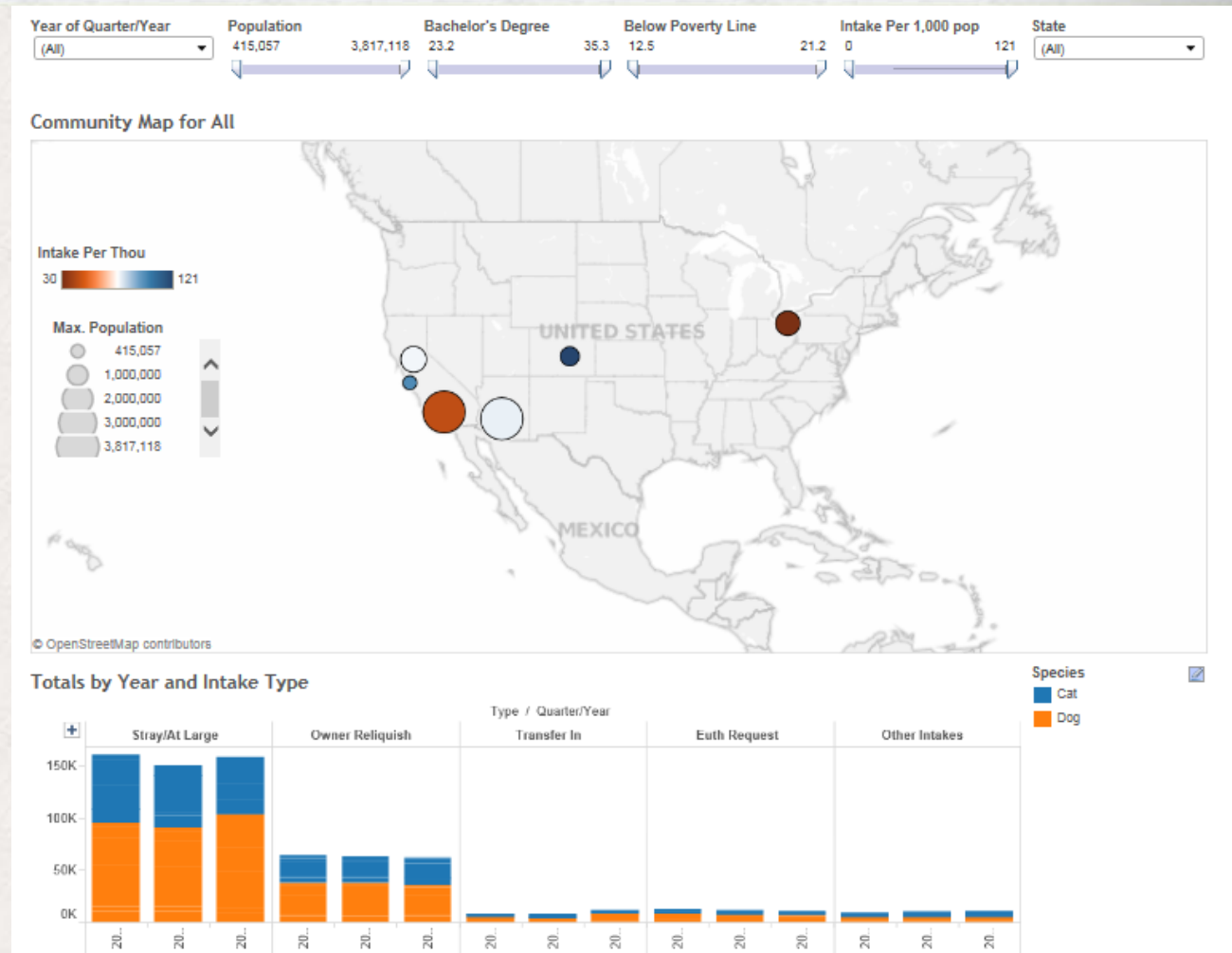
REPORTING WHAT'S NEXT



So data is being collected – what's next?

- Reporting function will be live by mid-2016 utilizing Tableau
- Level of reporting at shelter*, county, state and national level.
- Comparative sheltered animal and census reports
- Comparative community reports
- Recruitment will target 50 most populous counties in United States
- A coalition tool is under development!

visually integrate
sheltered animal
data with public
demographic data



understand
comparative
community
trends over
time



Why Should My Shelter Participate?





**Provides you with a wealth of
information on regional and
national trends**





**Gives you the ability to view
data from similar organizations
with similar demographics,
climate, geography and other
variables**





Moves away from emotion into driving action – using the data to create steps to increase lifesaving.



**Creates an industry standard
and drives transparency across
the movement.**





COMING SOON!!!

An online coalition reporting tool allowing organizations who are invited and who choose to participate to have their data included automatically in coalition reports.



COMING SOON!!!

**Provides all member shelters a
simple, attractive shelter
dashboard report – accessible
only in that shelter's portal to
use as they wish.**




Ready to sign up?

www.ShelterAnimalsCount.org

- ❖ Complete the simple registration
- ❖ Start entering data!
- ❖ Reports will be available on the website by mid-2016



The screenshot shows the Shelter Animals Count website. At the top is the logo and navigation links: "REGISTER YOUR SHELTER" and "ACCOUNT LOGIN". Below the logo is a navigation bar with "Who We Are", "Get Involved", "The Numbers", and "Contact". The main banner features a black and white dog with a red collar and yellow balls. Text on the banner includes "Help us turn data into life.", a circular graphic showing "+145% PET IN HOMES" and "-80% EUTHANASIA", and a box stating "164 MILLION PETS IN HOMES". A digital counter shows "7,000,000". Below the banner, the text "Because the numbers count." is followed by a paragraph about the project's goal. Below that, "Collaboration matters." is followed by another paragraph. Then, "Join us." is followed by a paragraph about data-driven decisions. On the right side, there are three call-to-action boxes: "THE NATIONAL DATABASE COUNTDOWN IS OVER. IT'S TIME! CLICK HERE TO REGISTER." (circled in red), "SIGN UP FOR OUR WEBINAR!", and "THE NATIONAL DATABASE LAUNCHES AT THE SAWA CONFERENCE". At the bottom left, there is a small video player showing a dog and the URL "scount.org/".



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info@shelteranimalscount.us