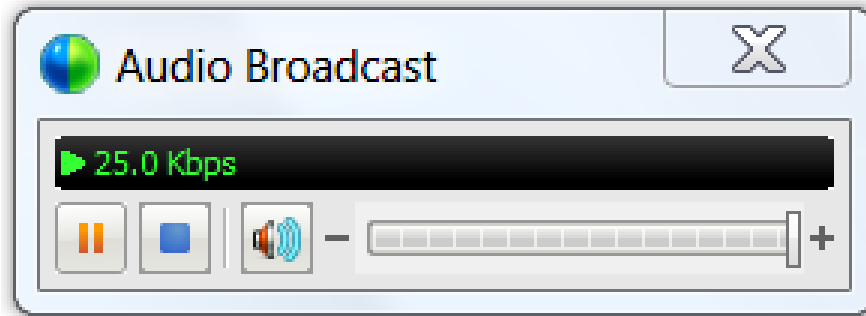


# ENJOY THE MUSIC

The webinar begins at the top of the hour.



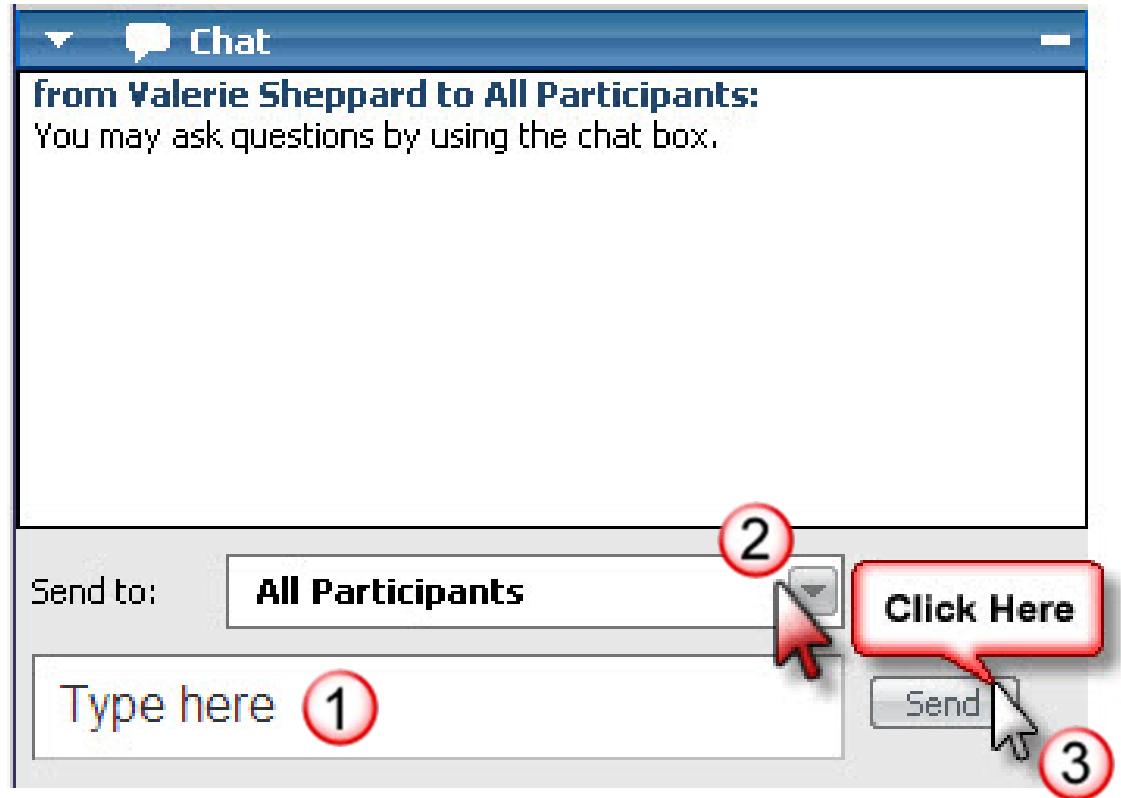
**Turn up your computer speakers!**  
**Audio Broadcast should open automatically in  
top left corner of your screen.**

If you have audio issues:

- Click **Communicate** at top left of screen
- Click **Audio Broadcast**

# HOW TO CHAT

- 1 Type your message in the **small** chat box.
- 2 In the Send To box, use the drop down triangle to select **All Participants**
- 3 Click Send when ready!



# Upcoming ASPCApro Webinars

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

- Creating Adoption Processes that Truly Support Saving Lives (May 16)
- Marketing to Dramatically Increase and Sustain Adoptions (May 22)

# True Cost and Value of Pet Adoptions





# Your Presenter



**Bonney Brown**  
Executive Director  
Nevada Humane Society

# True Cost and Value of Pet Adoptions

**This presentation will cover:**

- **NHS & community statistics**
- **Establishing priorities**
- **Exploring costs and benefits of increasing pet adoptions**
- **Questions**

**Future webinars:**

- **May 16: Adoption Processes that Support Increased Lifesaving**
- **May 22: Marketing Pet Adoptions for Dramatic Increases**



# True Cost and Value of Pet Adoptions



## Pet Adoptions

2006: 4,990 (pre-no-kill initiative)

2007: 8,030 up 61%  
3,040 more adoptions

2008: 8,635 up 7%  
605 more adoptions

2009: 9,184 up 6%  
549 more adoptions

2010: 9,668 up 5%  
484 more adoptions

2011: 9,340 down 3%  
328 fewer adoptions (admissions down 3%)

2012: 8,816 down 5%  
524 fewer adoptions (admissions down 8%)



# True Cost and Value of Pet Adoptions

## Decreased animals losing their lives in Washoe County shelters

2007: 52% decrease

2,700 fewer dogs & cats lost their lives in 2007 than 2006.

2008: 10% decrease

2009: 27% decrease

2010: 12% decrease

2011: no change

2012: 16% decrease



# True Cost and Value of Pet Adoptions

## Incoming Dog & Cats



Year	Owner	Transfer
2006	5,667	1,303
2007	5,258	3,188
2008	4,809	3,750
2009	4,945	4,469
2010	4,853	5,237
2011	4,760	5,070
2012	3,709	5,323

**2012 Countywide Dog & Cat  
Admissions: 15,752**

# True Cost and Value of Pet Adoptions

## Shelter Admissions

Washoe County: 37  
dogs & cats per 1,000  
people

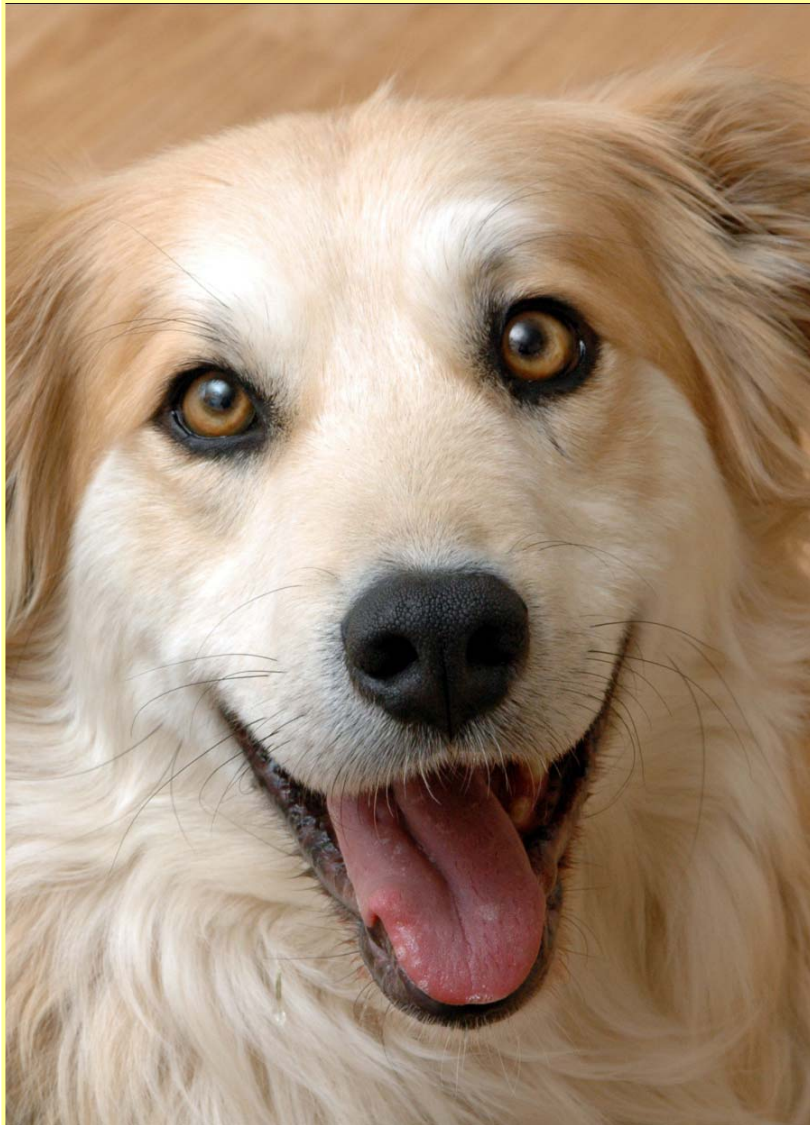
National average: 14  
dogs & cats per 1,000  
people

(Source: Animal People Newspaper)





# True Cost and Value of Pet Adoptions



## Countywide Save Rate

(NHS and WCRAS combined)

2007: Dogs 92% Cats 78%

2008: Dogs 90% Cats 83%

2009: Dogs 90% Cats 89%

2010: Dogs 91% Cats 91%

2011: Dogs 91% Cats 91%

2012: Dogs 92% Cats 92%

National Average 2009:

- 58% (Source: Maddie's Fund)

# True Cost and Value of Pet Adoptions

## Animal Deaths in Shelters per Thousand People

Washoe County 2012:  
2.9 animals per 1,000  
residents

National Average 2009:  
7.8 animals per 1,000  
residents (Source: Maddie's Fund)





# True Cost and Value of Pet Adoptions

**In 2012 NHS clinic performed:**

- 9,500 spay/neuter surgeries
- 678 other surgical procedures
- 419 dental procedures
- 491 X-rays

**NHS subsidized additional  
spay/neuter surgeries through other  
clinics totaling over \$20,000.**



# True Cost and Value of Pet Adoptions

**Our free Animal Help Desk responded to over 22,000 requests in 2012.**



# True Cost and Value of Pet Adoptions



## Volunteers

- 2007 Increased from 30 to over 1,300
- 2008 doubled to 2,740
- 2012 over 8,000 on roles

## Foster Homes

- Over 2,600



# True Cost and Value of Pet Adoptions



**Foster care  
volunteers  
expand shelter  
capacity, save  
money & lives**

# True Cost and Value of Pet Adoptions



***“Efficiency is doing things right; effectiveness is doing the right things.”***

**- Peter Drucker**

# True Cost and Value of Pet Adoptions

## Our Plan:

1. Increase the number of pets leaving area shelters alive.
2. Reduce the number of pets coming into area shelters.





# True Cost and Value of Pet Adoptions



**Daily priorities for staff and management:**

- 1. Create lifesaving solutions for the animals.**
- 2. Involve the community in our work.**
- 3. Deliver quality customer service.**
- 4. Provide excellent care to the animals.**

# True Cost and Value of Pet Adoptions



## Lifesaving Impact Test





# True Cost and Value of Pet Adoptions



***“Opportunities  
multiply as they  
are seized.”  
— Sun Tzu, (400 B.C.)***

# True Cost and Value of Pet Adoptions

## Dramatically Increasing Pet Adoptions

### Inspiring Goals





# True Cost and Value of Pet Adoptions

## Dramatically Increasing Pet Adoptions

**Celebrate Victories**



# True Cost and Value of Pet Adoptions

## Dramatically Increasing Pet Adoptions



Check out our [Adoption Entrance Dance Video](#)



136,000 views and counting

# True Cost and Value of Pet Adoptions

## Dramatically Increasing Pet Adoptions

**Make it Easy to Fall in Love**



**Welcoming Atmosphere**



# True Cost and Value of Pet Adoptions Dramatically Increasing Pet Adoptions

**Make it Easy  
to Fall in Love**



**Encourage  
Interaction**



# True Cost and Value of Pet Adoptions Dramatically Increasing Pet Adoptions

## Make it Easy to Fall in Love Festive Feelings





# True Cost and Value of Pet Adoptions

## Dramatically Increasing Pet Adoptions



**Make it Easy to Fall in Love**  
**Serve and Protect**





# True Cost and Value of Pet Adoptions

## Dramatically Increasing Pet Adoptions

**Make it Easy to Fall in Love**



**Create Success**



# True Cost and Value of Pet Adoptions

## Dramatically Increasing Pet Adoptions



**Make it Easy  
to Fall in Love**



**Convenient Time**



# True Cost and Value of Pet Adoptions

## Dramatically Increasing Pet Adoptions

### Make it Easy to Fall in Love



**Increase Exposure**

# True Cost and Value of Pet Adoptions Dramatically Increasing Pet Adoptions



**Make it Easy to  
Fall in Love**



**Increase Exposure**



# True Cost and Value of Pet Adoptions

## Dramatically Increasing Pet Adoptions



# True Cost and Value of Pet Adoptions

## Dramatically Increasing Pet Adoptions



**Annual  
Super Pet  
Adoption  
Event**

**Make it Easy to Fall in Love**



# True Cost and Value of Pet Adoptions

## Dramatically Increasing Pet Adoptions

Make it Easy to Fall in Love  
Positive Impulses



# True Cost and Value of Pet Adoptions

## Dramatically Increasing Pet Adoptions

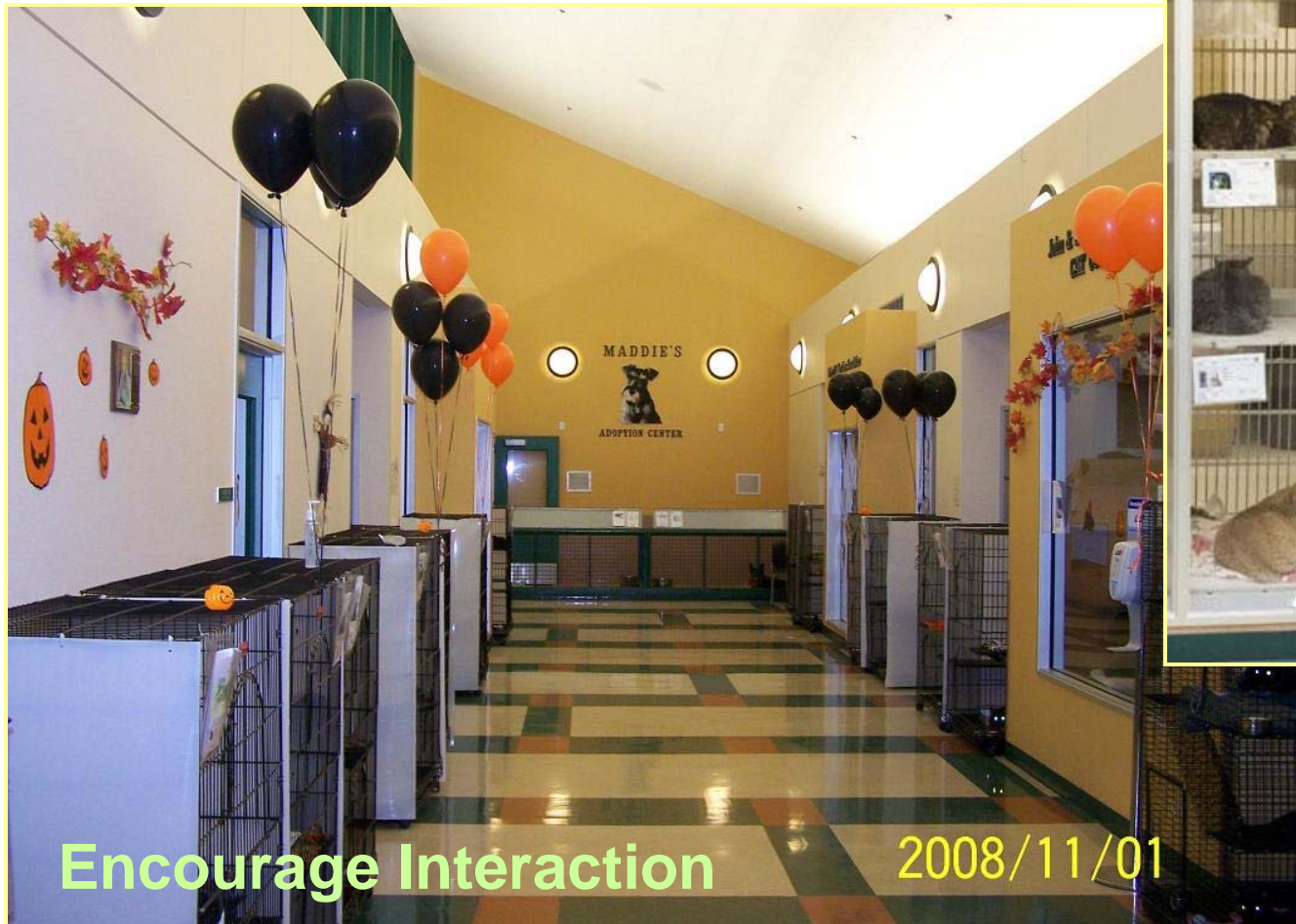




# True Cost and Value of Pet Adoptions

## Dramatically Increasing Pet Adoptions

Make it Easy to Fall in Love



# True Cost and Value of Pet Adoptions

## Dramatically Increasing Pet Adoptions

Make it Easy to  
Fall in Love



Encourage Interaction



# True Cost and Value of Pet Adoptions

## Dramatically Increasing Pet Adoptions

### Make it Easy to Fall in Love



Encourage Interaction



# True Cost and Value of Pet Adoptions

## Dramatically Increasing Pet Adoptions

### Make it Easy to Fall in Love





# True Cost and Value of Pet Adoptions Dramatically Increasing Pet Adoptions

Make it Easy to  
Fall in Love  
Love and Money

“Results showed no statistical difference in the two groups’ attachment to the adopted cats.”

## CatWatch

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### SHORT TAKES

#### Adoption Fees and Successful Placements in Animal Shelters

Some involved with animal welfare are critical of free adoptions of adult cats, believing it devalues the cat in the adopter's eyes, or it may attract adopters who are unable to fulfill the financial responsibilities of cat ownership. Advocates believe waiving the fee for adult cats will enhance rates of adoptions and provide opportunities to educate owners who may otherwise adopt from neighbors or may respond to "free" good home ads.

A study in the *Journal of Applied Animal Welfare Science* (October 2009) examined the attachment of adopters to their cats in relation to payment or fee waiver for adoption. One hundred seventy-three adopters from a rescue facility in Kilmie participated in the study, of which 95 paid no adoption fee for the adult cat, one 25 paid a \$75 adoption fee. When an owner adopted paid the fee was a function of when the shelter was running a promotion, and the campaign for adoptions by offering free adoptions.

Using an attachment scale consisting of a series of statements, the adopters would indicate agreement or disagreement with a statement. A strongly agreed, per attachment was rated. Statistical analysis of the results showed no significant difference in the two groups' attachment to their adopted cat. The authors conclude that waiving a fee for adult cat adoption

program in shelters around the country could dramatically affect the lives of thousands of shelter cats who otherwise either would reside in the shelter for months awaiting adoption or be euthanized. The ultimate goal of shelters is to educate their animals into loving homes with families who are committed to the success of their pet. The free adult cat adoption program may accomplish these goals, and shelters can feel confident in implementing the program.

#### Feline Casualties in Oregon of Swine Flu

Two cats have died of swine flu in Oregon, leading veterinarians to investigate why the disease has become a threat to a household pet.

According to him to Oregans, the state public health veterinarian, said that the cat died in early December 2009 on the Oregon coast after catching the H1N1 virus from its owner. Another cat died from the virus early in November in the town of Lebanon after a child in the household got sick with swine flu.

Doctors working with swine flu researchers at Oregon State University to determine why cats might be susceptible to the virus. Various diseases in animals have long been a threat to humans, such as rabies, the West Nile virus, but with swine flu, the disease is going the other way, from humans to an animal — which is rare.



2 CatWatch

FEBRUARY 2010

# True Cost and Value of Pet Adoptions

## Dramatically Increasing Pet Adoptions



**Free Adoptions  
Adult Cats**

**Make it Easy to  
Fall in Love  
Love and Money**

 **Nevada** HUMANE SOCIETY



# True Cost and Value of Pet Adoptions

## Dramatically Increasing Pet Adoptions



Make it Easy  
to Fall in  
Love



# True Cost and Value of Pet Adoptions

## Dramatically Increasing Pet Adoptions

Make it Easy  
to Fall in  
Love



# True Cost and Value of Pet Adoptions

## Dramatically Increasing Pet Adoptions



# True Cost and Value of Pet Adoptions

## Dramatically Increasing Pet Adoptions



Make it Easy  
to Fall in  
Love

User Friendly



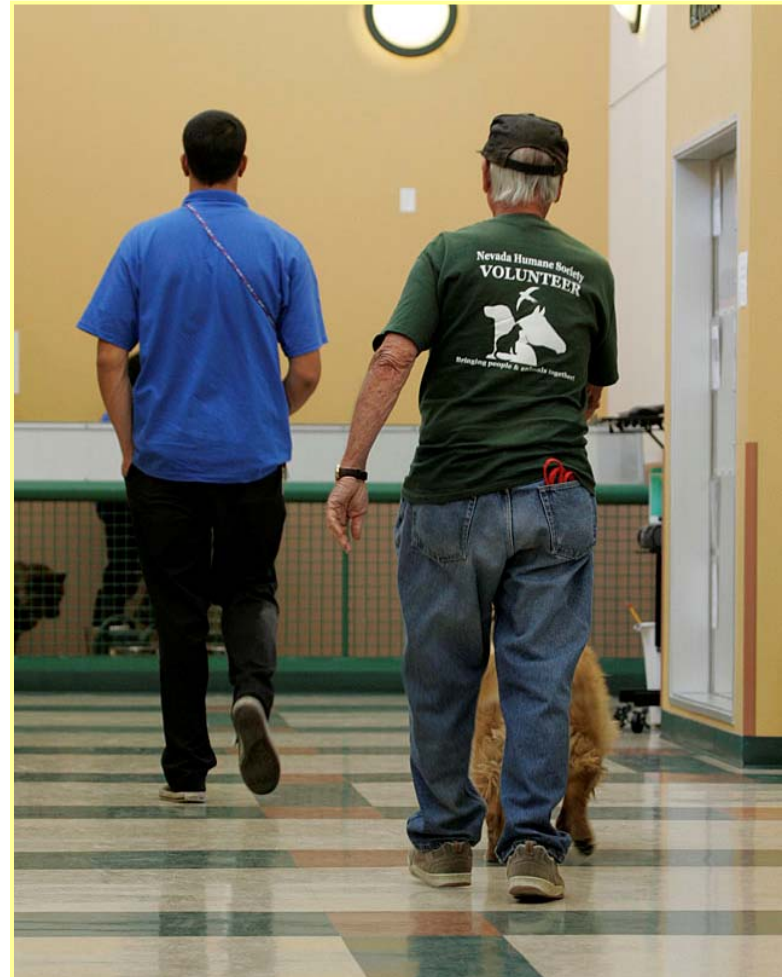
# True Cost and Value of Pet Adoptions

## Dramatically Increasing Pet Adoptions

Make it Easy  
to Fall in  
Love



Easy Identification



# True Cost and Value of Pet Adoptions

## Dramatically Increasing Pet Adoptions

**Save the  
Feral Cats**



**Barn Cat Adoptions**



# True Cost and Value of Pet Adoptions

## Dramatically Increasing Pet Adoptions

Save the Feral Cats



Barn Cat  
Adoptions



[www.barncats.org](http://www.barncats.org)



# True Cost and Value of Pet Adoptions

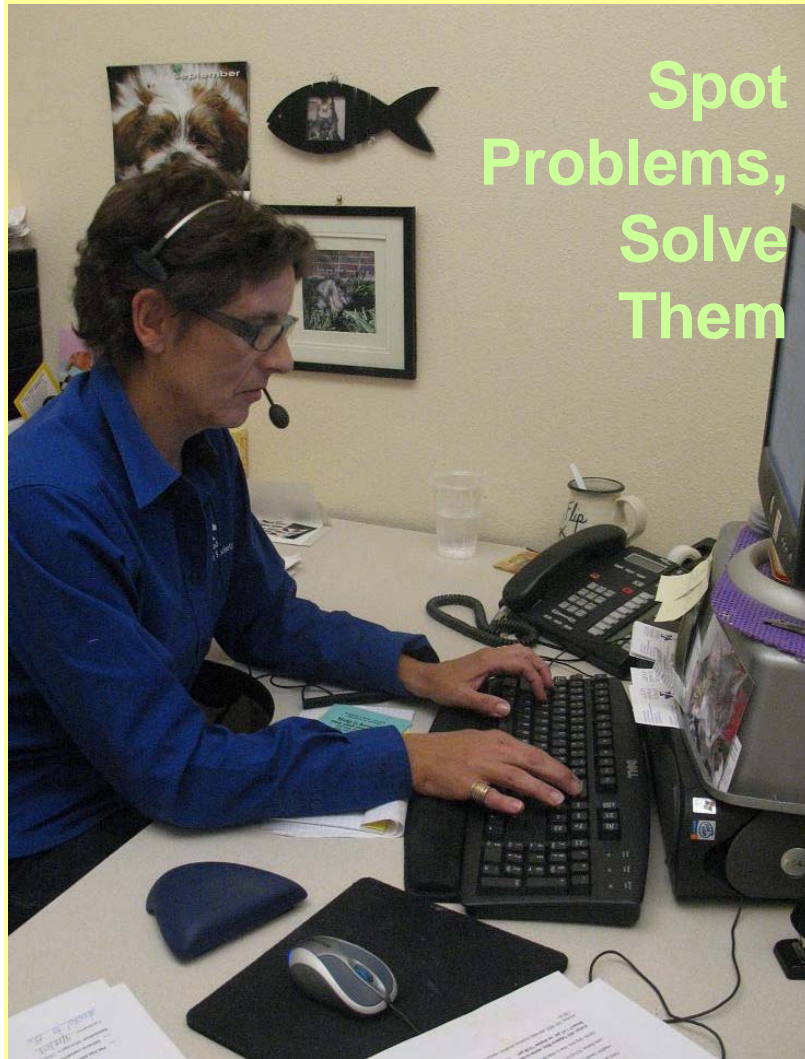
## Support Adoption Success



**Spot Problems,  
Solve Them**

# True Cost and Value of Pet Adoptions

## Support Adoption Success



# True Cost and Value of Pet Adoptions

## Support Adoption Success

**Need Help  
With an  
Animal?**

**Call us  
today!**



- ▀ Moving and cannot take a pet?
- ▀ Behavior issues: cat missing the litter box or dog misbehaving?
- ▀ Outdoor cats in your neighborhood?
- ▀ Need to find a new home for a pet?

Whatever your situation, we have many resources available to help you.

**Call or e-mail the Animal Help Desk today!**

In-person appointments are available.

You may feel you've already tried everything, but *please talk to us anyway.*

Our trained staff has years of experience resolving even the most challenging situations.

### **Animal Help Desk**

Nevada Humane Society

Phone: 775-866-2000 ext. 200

Email: [animalhelp@nevadahumanesociety.org](mailto:animalhelp@nevadahumanesociety.org)



**Thank you for  
giving us the op-  
portunity to help!**

*Nevada Humane  
Society's Animal  
Help Desk  
provides free  
advice, support,  
and assistance.*

## **Animal Help Desk Caseworker Handbook**

Version 1.0

July 28, 2007



**... Bringing animals and people together!**


**Spot  
Problems,  
Solve Them**



# True Cost and Value of Pet Adoptions

## Get the Word Out and the People In

*Adopt a Mardi Gras Star  
at Nevada Humane Society*



*February 21—March 1*  
Special Adoption Fee:  
\$25 for “Star” dogs, cats, and rabbits  
Come in and vote for the Mardi Gras King and Queen

*February 28 at 11 a.m.*  
Mardi Gras pet parade through  
the shelter!

Shelter Hours:  
Sunday—Friday: 11 am—6:30 pm  
Saturday: 10 am - 6:30 pm

2825 Longley Lane, Reno • 775-856-2000 • [www.nevadahumanesociety.org](http://www.nevadahumanesociety.org)



## Aggressive Promotion

# True Cost and Value of Pet Adoptions



***Are pet adoptions cost effective?***

***Shouldn't all available funds go into spay/neuter services?***

# True Cost and Value of Pet Adoptions

*Shouldn't pet adoptions be financially self-sustaining?*





# True Cost and Value of Pet Adoptions

*How can we fund pet adoptions?*



**“New best friend? . . . Priceless.”**

# True Cost and Value of Pet Adoptions

Injured pets can raise funds for their own and other pets' care and adoption.





# True Cost and Value of Pet Adoptions

**JONES WEST Ford**

2009 FOCUS  
\$500 Rebate  
OR 0% Fin.

2009 FUSION  
\$3500 Rebate  
OR 0% Fin.

2009 ESCAPE  
\$3000 Rebate  
OR 0% Fin. +1000

2009 F150  
\$3000 Rebate  
OR 0% Fin.

2009 F250  
\$3500 Rebate  
OR 1.9% Fin.

2009 EDGE  
\$3000 Rebate  
OR 0.9% Fin. +1000

NEVADA HUMANE SOCIETY

Jones-West wants your help giving Northern Nevada pets a home for life!

**Hurry! Offer Expires March 31, 2009**

**JONES WEST USED** BEST SELECTION OF USED CARS & TRUCKS!

**UNDER \$10,000**

- 2004 CHRYSLER CONCORDE #44508
- 2006 CHRYSLER PT CRUISER #161109P
- 2006 FORD 500 AWD #161109P
- 2007 FORD FOCUS #44557
- 2007 FORD TAURUS #161109P
- 2007 FORD FOCUS #161109P
- 2002 TOYOTA CAMRY #44556
- 2007 FORD FOCUS #161109P
- 2005 FORD FOCUS #161109P
- 2003 HONDA CIVIC #44553
- 2007 SATURN ION #161109P
- 2004 CHEVROLET COLORADO XCAB #161109P

**UNDER \$15,000**

- 2004 NISSAN XTERRA 4X4 #161109P
- 2006 MERCURY MARINER 4X4 #161109P
- 2006 KIA SORRENTO 4X4 #161109P
- 2006 KIA SORRENTO 4X4 #161109P
- 2005 JEEP WRANGLER 4X4 #44557
- 2007 JEEP LIBERTY 4X4 #161109P
- 2007 JEEP LIBERTY 4X4 #161109P
- 2006 JEEP COMMANDER 4X4 #161109P
- 2005 FORD FREESTYLE #44553
- 2004 FORD F150 SUPERCREW #161109P
- 2005 FORD EXPLORER 4X4 #161109P
- 2007 FORD ECONOLINE VAN #161109P
- 2007 DODGE NITRO #161109P

**UNDER \$20,000**

- 2008 SUZUKI XL7 4X4 #161109P
- 2007 MAZDA CX-7 AWD #161109P
- 2008 FORD TAURUS X AWD #44557
- 2008 FORD EXPLORER 4X4 #161109P
- 2006 FORD EXPEDITION XLT 4X4 #161109P
- 2009 FORD ESCAPE XLT 4X4 #161109P
- 2009 TOYOTA COROLLA S #44553
- 2008 CHEVROLET TRAILBLAZER 4X4 #161109P
- 2008 FORD CLUB WAGON #161109P
- 2008 FORD ESCAPE XLT 4X4 #161109P
- 2007 TOYOTA CAMRY #44553
- 2005 MINI COOPER #161109P

Test Drive any vehicle at Jones-West (new or used)! & Nevada Humane Society will reduce your adoption fees by half.

**Good Thru April 15, 2009**

Did You Know? Dogs and Cats make amazing companions and can reduce stress. Giving a pet a good home is one of the greatest ways to show your love for Northern Nevada's displaced pets.

Flip-over to see a few of the great pets available now at the Reno Humane Society

**JONES WEST Ford**

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WE SET THE STANDARD FOR SERVICE

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NEVADA HUMANE SOCIETY

This advertisement is sponsored by Jones West Ford

**Make a Northern Nevada Pet Part of Your Family.**

Adopt a cat or dog and you will be loved for it!

**Featured Cats & Dogs:** Ready for a home right now!

**Adopt a Pet for Half-Price!** Good Thru 4/15/09

Test Drive any vehicle at Jones-West & Nevada Humane Society will reduce your adoption fees by half!

Not just Ford. Jones-West has a big selection of Pre-Owned low mileage cars & trucks from a myriad of different manufacturers. We stand behind each one as if it was our own!

Did You Know? Dogs and Cats need a second chance, and so do you! That's why Jones-West's Second Chance Financing works hard to get you a finance package that you are comfortable with.

Flip-over to see a few of great deals on cars and trucks at Jones-West!

**Our dream is to create a no kill community. With your help, this dream can come true for the animals.**

**NEVADA HUMANE SOCIETY**  
2825 Longley Lane Suite B • Reno, NV

Visit Us Online at [www.nevadahumanesociety.org](http://www.nevadahumanesociety.org)  
Phone: (775) 850-2000

Adoption Hours: 11am - 6:30pm | Monday - Friday  
11am - 6:30pm | Saturday  
11am - 5:00pm | Sunday  
Office Hours: 9am - 5:00pm | Monday - Friday



# True Cost and Value of Pet Adoptions

## Economic Impact of Pet Adoption

### Dogs (annual average)

\$254 Food

\$96 Treats

\$148 Toys

\$368 Veterinary care

\$159 Medications

\$66 Grooming

\$273 Boarding/Pet Sitting

\$332 Miscellaneous

**Total: \$1,696 per Dog**

### Cats (annual average)

\$220 Food

\$47 Treats

\$126 Toys

\$226 Veterinary care

\$53 Medications

\$255 Pet Sitting/Boarding

\$178 Miscellaneous

**Total: \$1,105 per Cat**

Sources: American Veterinary Medical Association, American Pet Product Manufacturers' Association, Bloomberg Report, ASPCA, HSUS.

# True Cost and Value of Pet Adoptions

## Economic Impact of Pet Adoption

Total Nevada Humane Society Pet Adoptions in 2011:  
9,340 (all animals)

**3,560 Dogs X \$1,696 = \$6,037,760**

**5,491 Cats X \$1,105 = \$6,067,555**

**Annual Economic Impact:  
\$12,105,315**

Average Life Expectancy of a Pet: 11 years

**Total Economic Impact:  
\$133,158,465**



# True Cost and Value of Pet Adoptions



***“Stay  
committed to  
your principles,  
but stay flexible  
in your  
approach.”***

***—Tom Robbins***





**Bonney Brown, Executive Director**

**775-856-2000 Ext. 319**

**[bbrown@nevadahumanesociety.org](mailto:bbrown@nevadahumanesociety.org)**

**[www.nevadahumane.org](http://www.nevadahumane.org)**

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**A no-kill shelter creating a no-kill community.**