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

• 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

<table>
<thead>
<tr>
<th>Year</th>
<th>Adoptions</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>4,990</td>
<td></td>
</tr>
<tr>
<td>2007</td>
<td>8,030</td>
<td>up 61%</td>
</tr>
<tr>
<td></td>
<td>3,040 more adoptions</td>
<td></td>
</tr>
<tr>
<td>2008</td>
<td>8,635</td>
<td>up 7%</td>
</tr>
<tr>
<td></td>
<td>605 more adoptions</td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td>9,184</td>
<td>up 6%</td>
</tr>
<tr>
<td></td>
<td>549 more adoptions</td>
<td></td>
</tr>
<tr>
<td>2010</td>
<td>9,668</td>
<td>up 5%</td>
</tr>
<tr>
<td></td>
<td>484 more adoptions</td>
<td></td>
</tr>
<tr>
<td>2011</td>
<td>9,340</td>
<td>down 3%</td>
</tr>
<tr>
<td></td>
<td>328 fewer adoptions</td>
<td>(admissions down 3%)</td>
</tr>
<tr>
<td>2012</td>
<td>8,816</td>
<td>down 5%</td>
</tr>
<tr>
<td></td>
<td>524 fewer adoptions</td>
<td>(admissions down 8%)</td>
</tr>
</tbody>
</table>

Every pet was neutered, vaccinated and microchipped before adoption.
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

<table>
<thead>
<tr>
<th>Year</th>
<th>Owner</th>
<th>Transfer</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>5,667</td>
<td>1,303</td>
</tr>
<tr>
<td>2007</td>
<td>5,258</td>
<td>3,188</td>
</tr>
<tr>
<td>2008</td>
<td>4,809</td>
<td>3,750</td>
</tr>
<tr>
<td>2009</td>
<td>4,945</td>
<td>4,469</td>
</tr>
<tr>
<td>2010</td>
<td>4,853</td>
<td>5,237</td>
</tr>
<tr>
<td>2011</td>
<td>4,760</td>
<td>5,070</td>
</tr>
<tr>
<td>2012</td>
<td>3,709</td>
<td>5,323</td>
</tr>
</tbody>
</table>

**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

Celebrate Victories

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

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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

Make it Easy to Fall in Love

Increase Exposure
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

Make it Easy to Fall in Love

Facilitate Bonds
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
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.”
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
True Cost and Value of Pet Adoptions

Dramatically Increasing Pet Adoptions

Make it Easy to Fall in Love

Senior (over 6) for a Senior (over 55) No adoption fee
True Cost and Value of Pet Adoptions

Dramatically Increasing Pet Adoptions

Make it Easy to Fall in Love

Angel Pet
Some of my vet care will be covered at cost in the NHS clinic. Ask for details.
True Cost and Value of Pet Adoptions

Dramatically Increasing Pet Adoptions

Make it Easy to Fall in Love

Eliminate Obstacles
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
True Cost and Value of Pet Adoptions
Support Adoption Success

Spot Problems, Solve Them
True Cost and Value of Pet Adoptions

Support Adoption Success

Spot Problems, Solve Them
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 have years of experience resolving even the most challenging situations.

Animal Help Desk
Nevada Humane Society
Phone: 775-855-2000 ext. 200
Email: animalhelp@nevadahumanesociety.org

Thank you for giving us the opportunity to help!

Animal Help Desk provides free advice, support, and assistance.

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

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?

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
## True Cost and Value of Pet Adoptions

### Economic Impact of Pet Adoption

<table>
<thead>
<tr>
<th>Dogs (annual average)</th>
<th>Cats (annual average)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$254 Food</td>
<td>$220 Food</td>
</tr>
<tr>
<td>$96 Treats</td>
<td>$47 Treats</td>
</tr>
<tr>
<td>$148 Toys</td>
<td>$126 Toys</td>
</tr>
<tr>
<td>$368 Veterinary care</td>
<td>$226 Veterinary care</td>
</tr>
<tr>
<td>$159 Medications</td>
<td>$53 Medications</td>
</tr>
<tr>
<td>$66 Grooming</td>
<td>$255 Pet Sitting/Boarding</td>
</tr>
<tr>
<td>$273 Boarding/Pet Sitting</td>
<td>$178 Miscellaneous</td>
</tr>
<tr>
<td>$332 Miscellaneous</td>
<td></td>
</tr>
<tr>
<td><strong>Total: $1,696 per Dog</strong></td>
<td><strong>Total: $1,105 per Cat</strong></td>
</tr>
</tbody>
</table>

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
www.nevadahumane.org

Nevada HUMANE SOCIETY

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