Michelson Found Animals

Surrender Prevention in the Trenches
• **Understanding the Problem**
• Building a Program
• Case Study: Downtown Dog Rescue
• Case Study: Home Dog L.A.
• Case Study: The Rescue Train
• Rehome by Adopt-a-Pet.com
Sample Shelter Statistics

<table>
<thead>
<tr>
<th>Shelter</th>
<th>Other Intake</th>
<th>O/S</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shelter A</td>
<td>80%</td>
<td>20%</td>
</tr>
<tr>
<td>Shelter B</td>
<td>13%</td>
<td>87%</td>
</tr>
<tr>
<td>Shelter C</td>
<td>62%</td>
<td>38%</td>
</tr>
<tr>
<td>Shelter D</td>
<td>76%</td>
<td>24%</td>
</tr>
<tr>
<td>Shelter E</td>
<td>86%</td>
<td>14%</td>
</tr>
<tr>
<td>Shelter F</td>
<td>55%</td>
<td>45%</td>
</tr>
<tr>
<td>Shelter G</td>
<td>68%</td>
<td>32%</td>
</tr>
<tr>
<td>Shelter H</td>
<td>88%</td>
<td>12%</td>
</tr>
</tbody>
</table>
Understanding the Pet Owner

Is our goal to prevent the surrender?
Or prevent the intake?

I’m keeping my pet
I found a new owner on my own
I can keep my pet until you have space
I need to surrender today

Michelson Found Animals
Todays Agenda

• Understanding the Problem

**Building a Program**

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• Case Study: The Rescue Train

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Getting Started

1. Determine Need
2. Build a Plan
3. Recruit
4. Measure
5. Learn
6. Revise & Refine
Rely on National Stats

<table>
<thead>
<tr>
<th>Top 10 - Dog</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Moving</td>
<td>7%</td>
</tr>
<tr>
<td>Landlord does not allow</td>
<td>6%</td>
</tr>
<tr>
<td>Cost of pet maintenance</td>
<td>5%</td>
</tr>
<tr>
<td>Too many animals</td>
<td>4%</td>
</tr>
<tr>
<td>Owner problems</td>
<td>4%</td>
</tr>
<tr>
<td>Inadequate facilities</td>
<td>4%</td>
</tr>
<tr>
<td>Pet illness</td>
<td>4%</td>
</tr>
<tr>
<td>No time</td>
<td>4%</td>
</tr>
<tr>
<td>No home for littermates</td>
<td>3%</td>
</tr>
<tr>
<td>Biting</td>
<td>3%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Top 10 - Cat</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Moving</td>
<td>8%</td>
</tr>
<tr>
<td>Landlord does not allow</td>
<td>6%</td>
</tr>
<tr>
<td>Cost of pet maintenance</td>
<td>6%</td>
</tr>
<tr>
<td>Too many animals</td>
<td>11%</td>
</tr>
<tr>
<td>Owner problems</td>
<td>4%</td>
</tr>
<tr>
<td>Inadequate facilities</td>
<td>2%</td>
</tr>
<tr>
<td>Allergies</td>
<td>8%</td>
</tr>
<tr>
<td>House soiling</td>
<td>5%</td>
</tr>
<tr>
<td>No home for littermates</td>
<td>6%</td>
</tr>
<tr>
<td>Incompatible w/other pet</td>
<td>2%</td>
</tr>
</tbody>
</table>

Study Demographics

Demographics
- Population 3.9 million, 470 square miles
- Median household income: $46,148
- Mean home price: $628,240
- 38% of residents foreign born
- 48% Hispanic, 11% Asian, 9% Black
- >50% speak other than English at home

Animal Sheltering
- 6 locations run by municipal agency
- 52K intake in ’14
- 11K owner surrender in ‘13 (~20%)
- 12K euth’d in ‘14
- 74.7% positive “noses out” in ‘14
Compare & Contrast Stats

Figure 1. Households in Poverty – City of Los Angeles % Below Poverty Threshold by Tracts
Our First Partnership

- Location
- Access to data
- Access to shelter resources

- Staffing
- Resource allocation
- Data collection

- Funding
- Resources

I can't afford my cat.

Let us help you!
Building Your Plan

Who?
- Your Organization
- Partner Organization
- Multiple organizations

What?
- Supplies
- Services
- Referrals
- Money

When?
- 7 Day
- Peak Days
- Business Hours
- Peak Hours
- Hotline

Where?
- Customer counter
- Separate Office
- Lobby table
Continue Building

- Determine what animals and owners you are trying to intercept
- Line up your resources
- Establish partnerships – Veterinarians, Trainers, Dog Daycares, Boarding Facilities, Groomers
- Create procedures and flow charts (Lucidchart.com)
Suspend Judgement

Outcome of Interceptions

- Kept Pet: 75%
- Shelter: 18%
- Rescue: 7%

Source: Based on first 544 animals intercepted
Recruit the Right People

- Recruit staff/volunteers from the area
- Make sure you can speak the language
- Compassion, sincerity and sensitivity
- Find active listeners
- Consider recruiting from those that you have helped

“Love and compassion are necessities, not luxuries. Without them humanity cannot survive.”

DALAI LAMA

© Lifehack Quotes
Use Social Media

• Recruit partners
• Allocate resources
• Recruit volunteers
• Share your stories and theirs... in the right way
Todays Agenda

• Understanding the Problem

• Building a Program

• **Case Study: Downtown Dog Rescue**

• Case Study: Home Dog L.A.

• Case Study: The Rescue Train

• Rehome by Adopt-a-Pet.com
Downtown Dog Rescue
South L.A. Location

- Downtown Dog Rescue
- LAAS
- Found Animals Foundation
- Limited Supplies
- S.N Vouchers
- Training Referrals
- Redemption Fees
- 7 days
- Shelter business hours
- Separate office
- Table near parking lot

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Today's Agenda

• Understanding the Problem
• Building a Program
• Case Study: Downtown Dog Rescue
• **Case Study: Home Dog L.A.**
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Home Dog L.A.
North Central Location

- Home Dog L.A.
- LAAS
- Found Animals Foundation

- Limited Supplies
- S.N Vouchers
- Referrals
- Redemption Fees
- Money

- 3 days
- Shelter business hours
- Peak days

- Table in the lobby

Michelson Found Animals
Home Dog L.A.
North Central Location

Pets Served 2014 - 2016

- Total: 1,512
- Spay Neuter: 407
- Medical Expense: 407
- Too Expensive: 94
- Housing: 47
- Rehome: 115
- Euthanasia: 89
- Behavior: 55
- Redeem: 298

$51 per interception

Michelson Found Animals
Todos Agenda

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• **Case Study: The Rescue Train**
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The Rescue Train
East Valley Location

- Rescue Train
- LAAS
- Found Animals Foundation

- Limited Supplies
- S.N Vouchers
- Training Referrals
- Redemption Fees

- 3 days
- Shelter business hours
- Peak days

- Table in lobby
The Rescue Train
East Valley Location

Pets Served 2014 - 2015

Total: 896
Spay Neuter: 75
Medical Expense: 130
Too Expensive: 502
Housing: 8
Rehome: 9
Euthanasia: 64
Behavior: 1
Redeem: 107

$51 per interception
# Program Comparison

<table>
<thead>
<tr>
<th></th>
<th>South</th>
<th>North Central</th>
<th>East Valley</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Demographics</strong></td>
<td>All low income, primarily Hispanic</td>
<td>Mixed income, mixed race</td>
<td>Mixed income, Mixed race</td>
</tr>
<tr>
<td><strong>Staffing &amp; Program Hours</strong></td>
<td>Full time, 7 days/week</td>
<td>Part time, 3 days/week</td>
<td>Part time, 3 days/week</td>
</tr>
<tr>
<td><strong>Philosophy</strong></td>
<td>Help everyone at least a little bit</td>
<td>Focus on cases that seem “win-able”</td>
<td>Focus on cases that seem “win-able”</td>
</tr>
<tr>
<td><strong>Pets served to date</strong></td>
<td>5,747</td>
<td>1512</td>
<td>896</td>
</tr>
<tr>
<td><strong>Found Animals cost per pet served</strong></td>
<td>$58</td>
<td>$51</td>
<td>$55</td>
</tr>
</tbody>
</table>

Michelson Found Animals
Services Comparison

DDR

The Rescue Train

Home Dog L.A.

- Spay Neuter
- Medical Expense
- Too Expensive
- Housing
- Redeem
- Rehome
- Euthanasia
- Behavior

Michelson Found Animals
Program Effectiveness

% Intake – Owner Surrender

<table>
<thead>
<tr>
<th>Location</th>
<th>2013 O/S</th>
<th>2016 O/S</th>
</tr>
</thead>
<tbody>
<tr>
<td>South LA</td>
<td>25.0%</td>
<td>19.6%</td>
</tr>
<tr>
<td>North Central</td>
<td>25.6%</td>
<td>20.6%</td>
</tr>
<tr>
<td>East Valley</td>
<td>25.9%</td>
<td>18.4%</td>
</tr>
</tbody>
</table>
Lessons We Learned

• Don’t go it alone
• Trust the process
• Suspend judgment
• Language skills = client population
• We’re serious about recruiting in the area
• Make sure to collect data
• Adjust your program based on your data and results
• Don’t get discouraged
• Use social media to your advantage
Todays Agenda

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• Rehome by Adopt-a-Pet.com
An Easy Start

Find Your Pet A Loving Forever Home
The safe, no-cost way to rehome your pet

Get Started

Proudly powered by the passionate pet lovers at

Petco Foundation  PURINA  Science For A Better Life

Michelson Found Animals
# National Pet Landscape

## Where do pet owners get their pets?

<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Adopted from a shelter/rescue</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Taken in as a stray</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Acquired from friends/relatives</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Purchased from pet stores</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Purchased from a breeder</strong></td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>
How Rehome Works

1. Refer a Pet Owner
2. Pet Owner creates profile
3. Pet gets posted
4. Pet owner reviews apps
5. Pet Owner meets at Petco
6. New Owners pay adoption fee
7. Pet is now in new home
8. Adopt-a-Pet sends you a check
9. Your org has more $
Rehome FAQs

How does my organization participate in Rehome?
• All you need to do is have an Adopt-a-Pet.com account and refer your relinquishers to http://rehome.adoptapet.com and we’ll do the rest.

How does Adopt-a-Pet.com/Rehome know that I referred a pet owner into the system so I can get the adoption fee?
• Currently, while posting a pet, the owner is asked to select the shelter or rescue that referred them (or, if they weren’t referred, they can select any shelter or rescue to receive the adoption fee). All animal welfare partners with Adopt-a-Pet.com accounts appear in the list that the owner selects from.

How much is the adoption fee?
• Dogs: $50
• Dogs (special needs or senior): $30
• Cats: $30
• Cats: (special needs or senior): $20
How does Rehome deal with pets who aren’t spayed or neutered?
• We currently require that pets be spayed/neutered prior to being posted through Rehome by Adopt-a-Pet.com

How does this help animals who need a home urgently?
• We are committed to finding ways to help many more pets in need who are on a tight deadline, and we’re exploring lots of ideas, including potentially enlisting foster homes to extend the length of time a pet may have before entering a shelter.
What happens if the adoption doesn’t work out?
• When the owner posts their pet, we ask them to let us know what they’d like to happen if the adoption doesn’t work out, and we make that part of the adoption contract between the owner and the new adopter. The owner can choose to be notified and have the right to take the pet back, or they can specify that the adopter must find the pet another new home, using the Rehome service.

Who selects the organization that receives the adoption fee, the owner, the adopter, or Adopt-a-Pet.com?
• The pet’s owner selects a shelter or rescue to receive the adoption fee when they are creating a profile for their pet. Usually, this is the referring shelter or rescue. If they were not referred, they can select any organization to receive the adoption fee.
Questions?

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