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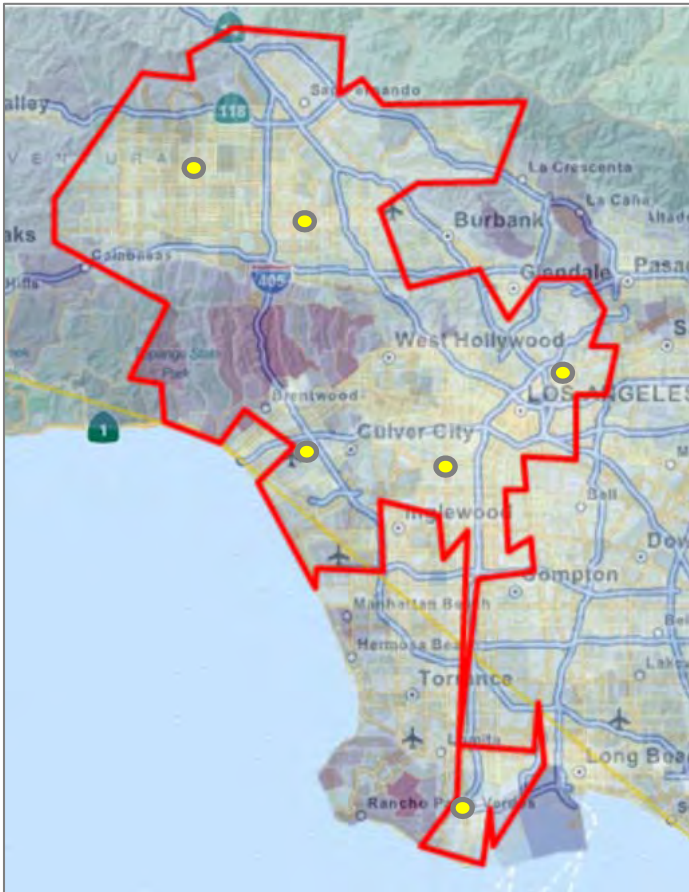
May 2014



Surrender Prevention in Los Angeles

Aimee Gilbreath

LOS ANGELES CITY OVERVIEW



Demographics

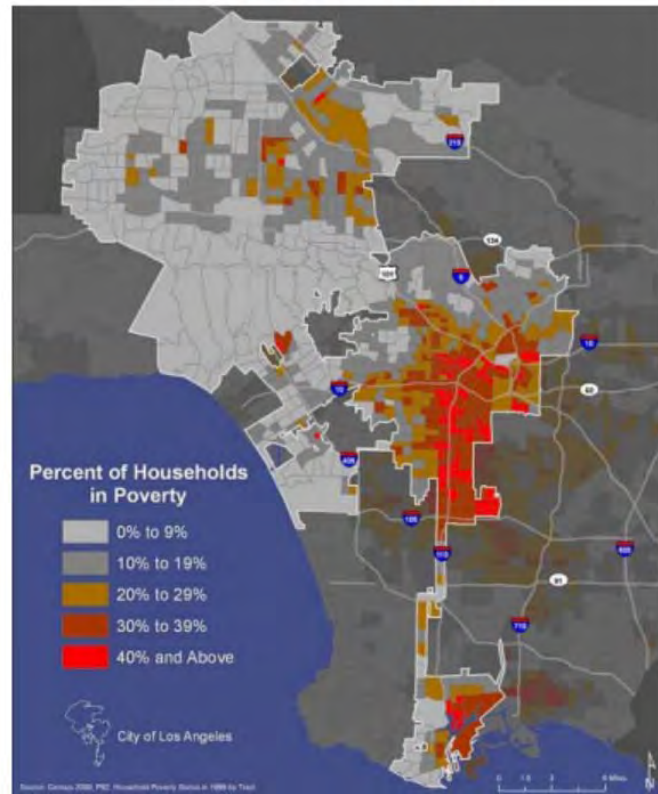
- Population 3.9 million, 470 square miles
- Median household income: \$46,148
- Mean house price: \$628,240
- 38% of residents foreign born
- 48% Hispanic, 11% Asian, 9% Black
- >50% speak other than English at home

Animal Sheltering

- 6 shelters run by municipal agency
- 55K intake in '13 (down from 62K in '11)
- 11K owner surrender in '13 (~20%)
- 14K euth'd in '13 (down from 23K in '11)
- 82.7% positive "noses out" for dogs in '13
- 59.5% positive "noses out" for cats in '13

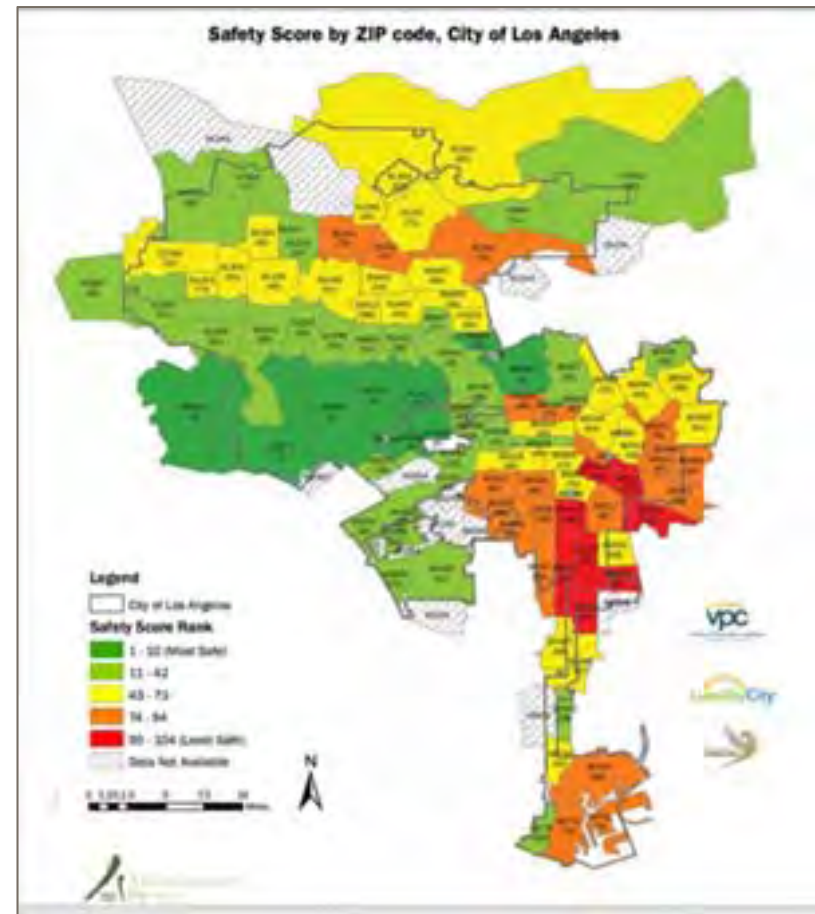
AREAS OF HIGH POVERTY GENERATE MORE INTAKE AND EUTHANASIA

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



Source: Census 2000

Safety Score by ZIP code, City of Los Angeles



http://www.lachamber.com/clientuploads/LUCH_committee/052610_ConcentratedPoverty.pdf
<http://www.psmag.com/culture/rating-las-safety-levels-by-zip-code-38577/>

SURRENDER INTERVENTION PROGRAM LAUNCHED APRIL 2013 AT SOUTH LA SHELTER

History & Goals

- Lori and DDR have been providing services to needy pet owners for over a decade
- Pilot to scale up to full time at the South Los Angeles shelter to reduce owner surrender
- Goal to avoid 400 shelter intakes in 2013
- Goal to learn if we can successfully support families to keep pets in homes

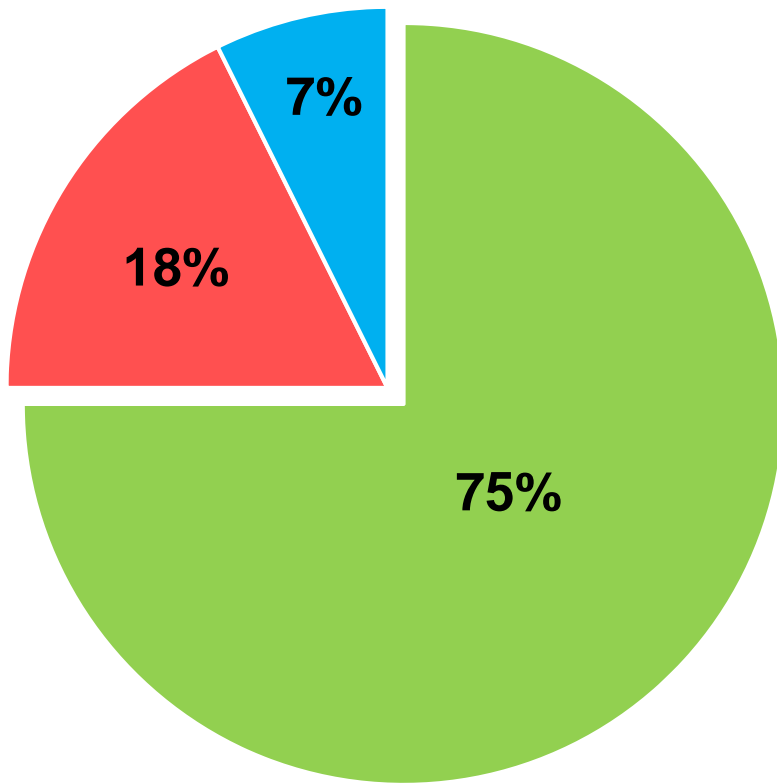
Program Structure

- DDR operates program in close partnership with Los Angeles Animal Services
- Found Animals is the primary funder
- 1 full time employee stationed at shelter, supplemented with volunteers
- Wide variety of support services offered to pet owners on the brink



DATA SHOWS DESIRE TO KEEP PETS, NEED FOR SERVICES AND SUPPORT

Outcome of Interceptions



■ Kept Pet ■ Shelter ■ Rescue

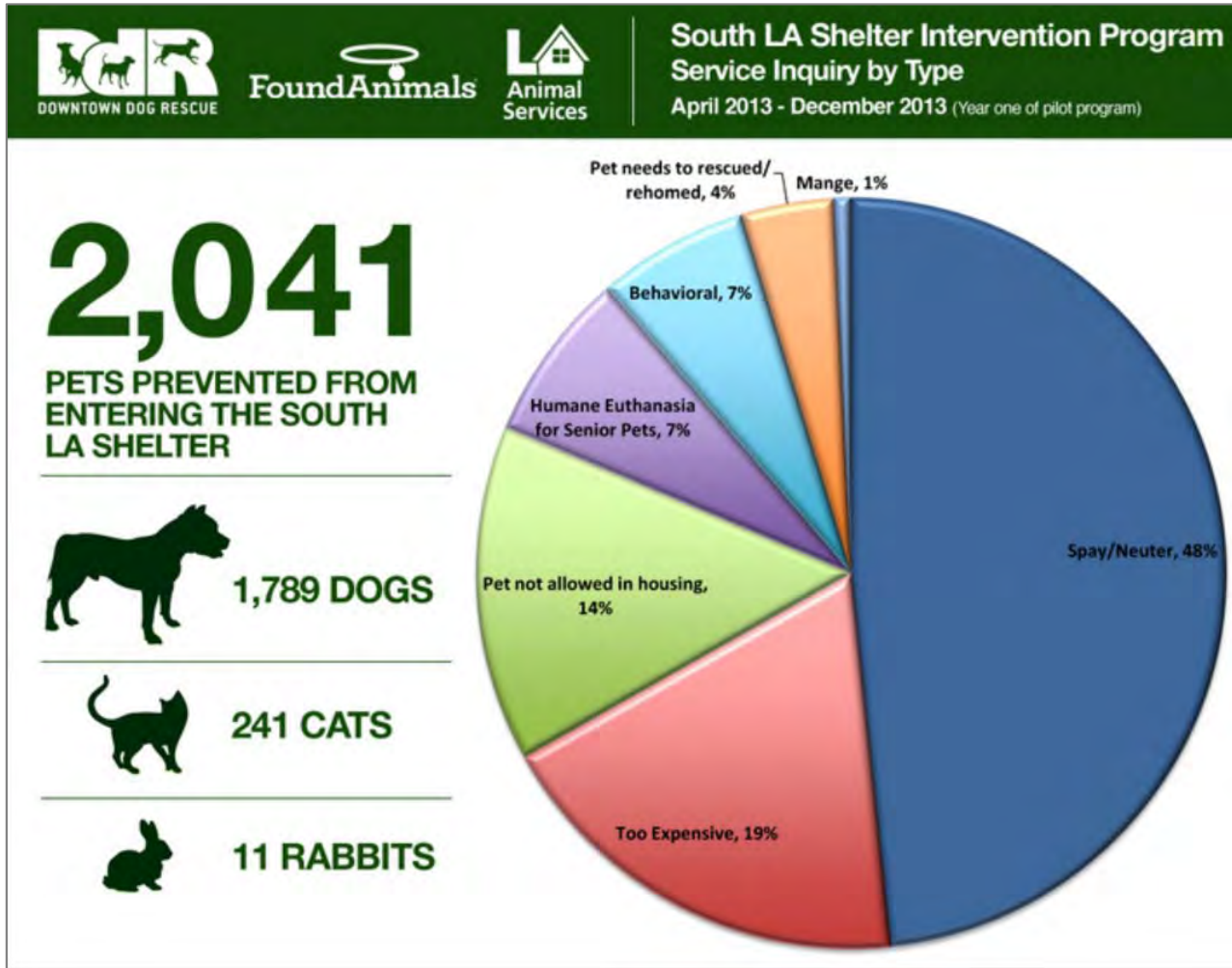
Source: Based on first 544 animals intercepted

Downtown Dog Rescue
March 5

Today at the SLA shelter, a man who is living on a very limited income brought his dog to the shelter because the dog could not walk. He didn't know what happened to his dog but he knew two things, he didn't want to watch him suffer and he had a total of \$40 which would not even begin to cover the cost of x-rays. He was very upset and absolutely did not want to surrender his dog. He came to the shelter, as many dog owners do, looking for low cost or free vet care which does not exist. We sent him to a local vet who quoted a fair price, xrays, medicine + follow up care, all for \$250. We paid \$210 the owner paid \$40 and one more dog did not enter the South LA shelter. Poverty continues to be the biggest factor as to why families feel they have no other option but to surrender their pets.

Like · Comment · Share 390 41 40 Shares

OVER 2,000 PETS SERVED IN 2013



POVERTY IS BY FAR THE MOST COMMON REASON SOUTH LA PET OWNERS CONSIDER SURRENDER



Downtown Dog Rescue

May 9

Yesterday at the Shelter Intervention Program, Amanda helped a family with a 7 year old pit bull that had a serious infection on his tail. It's not that the family were neglectful, they could not raise enough money to pay for vet care. We always ask the dog owner, "What part can you pay?" His reply, \$15 which paid for the exam. DDR paid \$150 and possibly more later if the tail needs to be amputated. Next time you walk through a shelter and if your shelter is anything like ours, you will see row upon row of dogs who are identified as pit bulls, please wonder, how many of these dogs could have been prevented from entering the shelter had someone counseled them and paid for services. We can all do what we can, no matter how small that act is, to prevent more pets from dying at all shelters just to make space for more pets.

Solavina had been at the shelter for 2 weeks after being picked up as a stray. Her owner was out of town and she somehow managed to escape from her caretaker. Fortunately for Solavina, her microchip made it possible for her to be reunited with her owner. The South LA Animal Shelter Intervention Program also played a strong role in this joyous reunion, as her owner who is on a fixed income was only able to pay \$175.00 of the \$344.00 impound fees. The intervention program was there to help pay the difference and Solavina was free to go home with her mom and Bella and Alonzo. One more dog out of the shelter and back to her loving home.

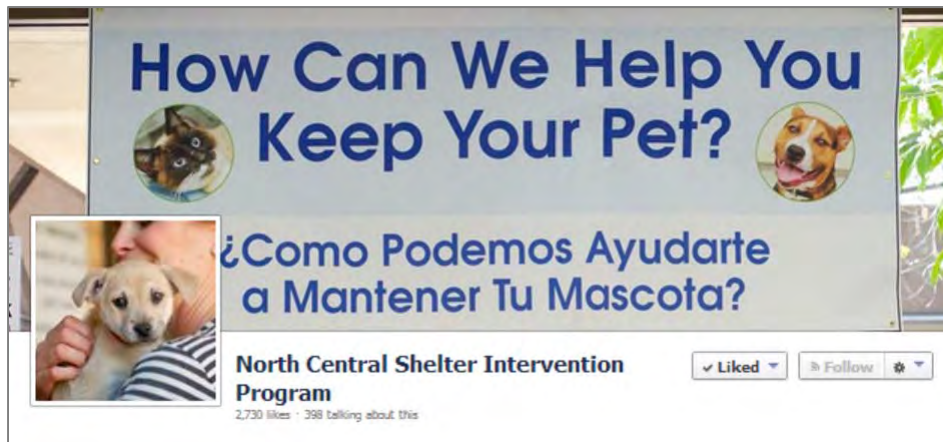


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SIMILAR PROGRAM LAUNCHED AT NORTH CENTRAL SHELTER EARLY 2014

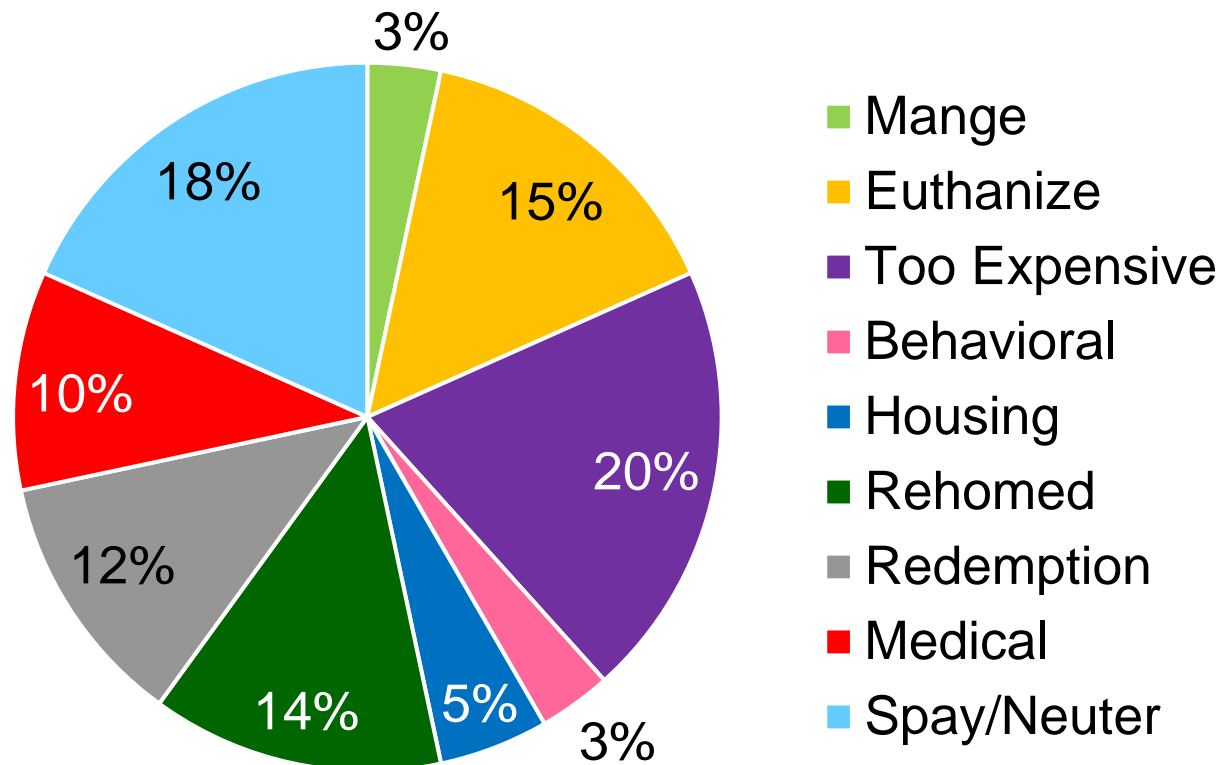
- Inspired by the success of Lori's program at South LA
- Operated by long time shelter volunteer
- Staffed part time
- Partnership with shelter, primarily funded by Found Animals



DIFFERENT SET OF NEEDS AT NORTH CENTRAL

60 Animals Served Through April

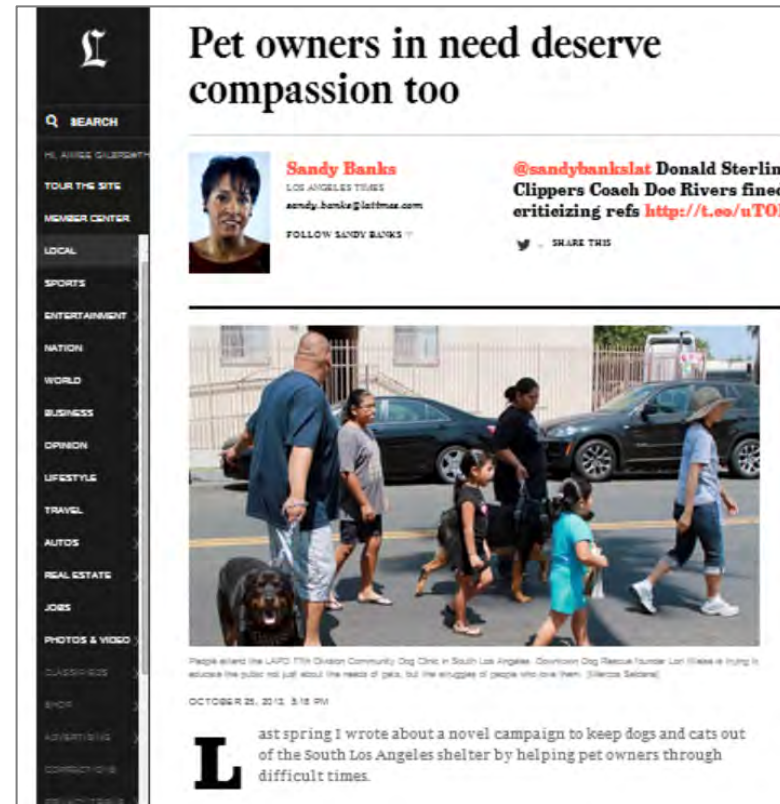
Services Needed



BOTH PROGRAMS HAVE USED SOCIAL MEDIA TO GENERATE PRESS AND DONATIONS!



The screenshot shows the ABC7 Eyewitness News website. The header includes the station logo, "EYEWITNESS NEWS ABC7 • LOS ANGELES", and weather information for Los Angeles, CA (80°). A red banner reads "BREAKING NEWS ABC shows live and on-demand -- Download the WATCH ABC app!". The main headline is "HEROIC DOG SHOT BY INTRUDER REUNITES WITH FAMILY". Below the headline is a video player showing a close-up of a brown and white dog wearing a white protective cone around its neck. A play button is overlaid on the video. Below the video, a caption reads: "A heroic dog who took a bullet while protecting her owners is back home with her family and recovering from surgery." At the bottom, there are social media sharing icons for Log On!, Facebook, and iVideo.



The screenshot shows a news article on a website. The headline is "Pet owners in need deserve compassion too". To the left is a vertical navigation menu with categories like "SEARCH", "LOCAL", "SPORTS", "ENTERTAINMENT", "NATION", "WORLD", "BUSINESS", "OPINION", "LIFESTYLE", "TRAVEL", "AUTOS", "REAL ESTATE", "JOBS", "PHOTOS & VIDEO", "CLASSIFIEDS", "BLOG", "ADVERTISING", "CORPORATE", and "EVENTS". The article features a profile for "Sandy Banks" with her photo, name, location "LOS ANGELES TIMES", email "sandy_banks@latimes.com", and a "FOLLOW SANDY BANKS" button. To the right of the profile is a tweet from "@sandybankslat" mentioning "Donald Sterling Clippers Coach Doc Rivers fined criticizing refs" with a link "http://t.co/uTOP". Below the profile and tweet is a photo of a group of people walking a dog on a leash. The article text begins with "People attend the LAPD 7th Division Community Dog Clinic in South Los Angeles. (Courtesy Dog Rescue Founder Lon Hines in trying to reduce the public not just about the needs of pets, but the empathy of people who love them. (Source: Seibers))". The date is "OCTOBER 21, 2012 3:18 PM". The first paragraph starts with a large "L" and reads: "ast spring I wrote about a novel campaign to keep dogs and cats out of the South Los Angeles shelter by helping pet owners through difficult times."

LESSONS LEARNED AND TIPS FOR SUCCESS

- Collect and analyze data on owner surrenders in your community
- Get your partnerships and resource network in place before you start serving clients
- Have language skills that match your client population
- Train staff to have non-judgmental conversations with clients
- Recruit staff who live in and understand the service area
- Collect data on all of your requests for assistance, services provided, and money spent
- Regularly analyze data from your program and the shelter to see what's working (or not) and spot trends
- Adjust your program based on your data and results
- Use social media to tell your story, educate, and fundraise

A FUNDERS PERSPECTIVE

How funders think:

- Want to support successful projects
- Less likely to fund new organizations without a proven track record
- Need to see that you understand your community issues and have the passion and skills to run a successful program
 - People skills, Financial Management, Program Operations

Suggestions:

- Start small on your own
- Demonstrate an understanding of your community and skills to run a successful program
- Collect data that makes a case for the need and impact in your community

PETSMART
Charities.
North American
Spay/Neuter Conference

Conference Hosted By:
Found Animals.



Come join us in Austin for the North American Spay/Neuter Conference in Texas August 14 – 17, 2014.

Registration is now open at:

www.spayneuterconference.com

- 22 veterinary sessions and 2 wet labs
- 20 operation sessions presented by leaders in spay/neuter

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