

ASPCA \$100K Challenge Winner Highlights

Austin Pets Alive
Tackling the Impossible

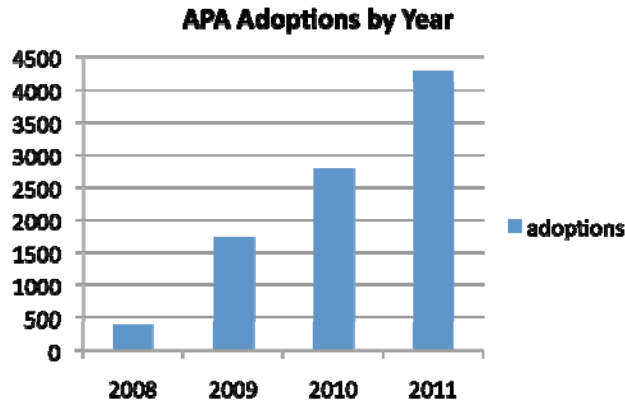


History of Austin Pets Alive!

- 501c3 org started in 1997 as an advocacy group
- Restructured in 2008 as rescue group intent on making Austin a No Kill City
- Started saving animals off the euthanasia list from Austin shelter first then spread to other shelters in Central Texas
- Substantial growth each year since 2008



High Volume Rescue, Foster, and Adoption



Cost Per Animal

- Basic costs*
 - \$200 per healthy cat in the cattery
 - \$250 per healthy dog in our shelter
- Special needs costs (50% of our pets) examples
 - \$269 per bottle baby kitten
 - \$330 per Parvo puppy
 - \$750 per Behavior Challenged Dog



*costs include spay/neuter, vaccines, testing, housing, adoption staff/vehicles, and medical



Calculating what it would take to win

- Animals
- Staff
- Volunteer Teams
- Adoption events/promotions
- What last year's winner did
- Funds
- Space



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Calculations

Resource Needed

- Animals- Planned to adopt 831 w/o challenge, but would need to do about 2000
- Staff- 2.3 x increase for 3 months only
- Volunteer Lead Team- Needed at least 6 people on Committee
- Adoption Events/Promotions- enough to average 21 adoptions per day (had only planned on 13 per day)
- What last year's winner did – increased by 78% or 1,007 during three month period
- Funds- our cost is \$250 per animal average x 1100 animals = \$275,000
- Space- need to find double the space

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Finding Resources

Where do we get these resources?

- Animals- reach out to neighboring community shelters to increase # of healthy pets
- Staff – couldn't hire without committed funds
- Volunteer Teams
- Adoption events and promotions- Volunteer plea to organization/marketing team
- Funds- Save A Life Drive
- Space- get creative, increase foster homes.



Animals

- 5 county area
- Pull right before event
- Outside Central Texas
 - San Antonio
 - Houston
 - Dallas



Volunteer Committee Formation

Call out to volunteers to lead:

- Fundraising
 - Save a Life Drive
 - Event Sponsors
- Media
 - Press releases
 - Dog of the week
 - blogs
- Marketing
 - events, animals, success
- Community Engagement
 - Voting
 - What Number Will You Be?
- Adoption Team
 - Events, animal care
- Intake Team
 - Rescues, surgeries
- Event Coordinator



Brainstorming

How to get the Community Engaged

- Fun
- Emotion
- Pride
- Leverage any situation
 - Seizures
 - Disaster
 - Milestone



WHAT NUMBER
WILL YOU BE?



Brainstorming

What Number Will You Be?

- Adoption Campaign theme created and designed in an initial brainstorming meeting with staff and volunteers
- Thermometer inspired adopters



WHAT NUMBER WILL YOU BE?



What number will you be?



<http://www.youtube.com/watch?v=7IkInGYQ4AM>



How Successful was Campaign?

Most Adopters Didn't Know It Before They Came to Adopt

- Really came down to hard work rather than creative slogan
 - Some people did
- Helped to galvanize/rally our efforts and motivation though.
- Helped us focus on the numbers.



WHAT NUMBER WILL YOU BE?



Community Engagement



Schedule of events

Piggy back on other events

- Pet Expo
- Dogtoberfest
- Pedal for Puppies
- Car Show
- Yappy Hour
- PetSmart and Petco Adoption Weekends

Host Events

- Black Tie
- Fall Petstival
- No Fee Adoption Challenge Kick Off
- Wag Your Tail Gate
- Clean Out APA
- Bastrop Fire Adoption Day
- Fur and Fangs Halloween Adoption Catstravaganza
- Beat the Heat Adoptions
- PetSmart and Petco Mega Adoption Event



Which events were most successful?

Most Successful Events

- Pet Expo
- PetSmart and Petco Adoption Weekends
- No Fee Adoption Challenge Kick Off
- Wag Your Tail Gate
- Bastrop Fire Adoption Day
- PetSmart and PetcoMega Adoption Event

Key Ingredients for events that were successful

- Media
- Purpose that is to adopt not other activity
- High foot traffic

Second Annual
Austin Pet Expo
Saturday, Aug. 18, 2011
10AM to 6PM
Palmer Events Center
Free Admission
Bring Your Pet!
ON A FIXED LEAD WITH PROOF OF
VACCINATIONS, PLEASE
8-18-12

www.AustinPetExpo.com

How Current Events Helped

Bastrop Fire

- Adoption of pets evacuated from Bastrop shelter
- Community support



Record Breaking Temperatures

BEAT THE HEAT

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Thank You For Help

Inflatable water slide, snow cone machine, free raffle every hour during the event for awesome prizes at APA HQ!

\$10 off the adoption fee for every degree under 100 at all locations!

All adopters will go home with prize package valued at \$100!

September 3rd-5th 11am-7pm



Mega Adoptions



FRIEND FAMILY FOREVER

SURVIVOR
CENTRAL TEXAS

MEGA ADOPTION EVENT

September 24-25 11-6pm

PET SMART Brodie Lane
5207 Brodie Lane - Sunset Valley

\$10 Adoptions

Over 200 dogs and cats to adopt

Adopt a survivor and help support APA!

ASPCA PETS ALIVE
Thank You For Help



Pressure Point: Data Entry

FTE

- We have 1 FTE per 1,400 animals saved.
- Data was backed up almost immediately
 - Turns into unhappy adopters
 - Longer it goes on the harder it is to fix
- Do you hire or try to find volunteers?



Pressure Point: Intake

Widening the net

- Reached out to surrounding counties to immediately increase numbers



Requires:

- Evaluation
- Transport
- Intake vaccines/workup
- Photography
- Set up



Pressure Point: Disease

- Incidence of disease goes up when pull from many shelters
 - Distemper
 - Parvo
 - URI in cats
- Some municipal shelters control disease better than others



Solutions:

- Place in foster for quarantine
- Holding area in shelter
- Only work with shelters that do intake vaccines
- Require 5 days post vaccines before surgery or adoption events



Pressure Point: Spay/Neuter

Capacity

- Current staff could only do 1400 surgeries per month maximum
- Do you hire? outsource?
 - Difficult with no funds



Solutions

- Take animals that are already "worked up" by municipal shelter
- Engage volunteers to leverage efficiency in clinic
- Hold 1-2 "Spay Days" with volunteers



How did volunteers help with spay/neuter?

Volunteers jobs

- Check in
- Verify needs in computer
- Fill out log for techs
- “gopher”
- Pack washing/wrapping
- Recovery
- Cleanup
- Check out

Impact

- Allowed techs and doctors to focus on surgery
- Allowed 2 sets of surgeries to occur with no break
- 70 surgeries done in one day
- Spay Day



Pressure Point: Staff Overtime and Stress

Problem

- Everyone wants to win
- Hard to deal with volume
- Changing perspectives on how you handle the increase
- Increase the easiest saves the most
 - Even so, it is incrementally more work

Solution

- Celebrate milestones
- Cheerlead
- Figure out ways to help each other
- Engage volunteers



Lessons Learned

It's All Good

- You can do it if you work hard enough
- The increase doesn't seem so bad on the other side of the challenge
 - APA has maintained high rescue and adoption numbers
- If you are contemplating doing this, you probably have the capacity to grow and you should try regardless of the challenge
- It is a good excuse to push the boundaries of saving lives
 - Forces creativity
- The per animal cost of growth didn't hold true exactly



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We Won!



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What we did with the money

Hire more staff!

- Part time vet
- Full time vet tech
- Matchmakers
- Data Entry Person



AUSTIN PETS ALIVE!

1156 W CESAR CHAVEZ
AUSTIN, TX 78703

WWW.AUSTINPETSALIVE.ORG
INFO@AUSTINPETSALIVE.ORG

