



101 MORE Great Shelter Ideas

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AH

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IDEA NUMBER 1

*6 BARKING FOR BUCKS *7*

Greater Birmingham Humane Society

1713 Lomb Avenue

Birmingham, AL 35208

Contact: Kevin Burke, Programs Coordinator
205-780-7281 Ext. 19
kburke@gbhs.org
www.gbhs.org

The Greater Birmingham Humane Society found a way to make good use of their large database containing past donors and adopters – ask each to donate \$1. Donors were happy to give because they felt like even a small donation was making a difference. Some donors even gave larger donations since they felt the request was not as demanding as other appeals they had received.

Hints

- Design a cute cartoon or use great photos on your flyer. Make sure it attracts attention and is fun!
- Ask for a minimum \$1.00 donation to help feed a homeless animal for one day.
- Print just enough envelopes/flyers to cover your mailing.
- Provide return envelopes for a better response.
- Theoretically, if you ask 10,000 donors you should receive \$10,000!
- You can expand and send this mailer to prospects as well.

Cost

The costs associated with this fundraiser are for printing and postage and are commensurate with the quantity mailed.



JLM/NV



For **ONLY A BUCK**, YOU can
help **CHANGE** a life!



Barking for Bucks!



The Greater Birmingham Humane Society's
Pets Need YOUR Help!

Almost 11,000 pets enter the GBHS each year in
need of shelter and care. They desperately need
your help. They're not asking for a lot...just a buck!

Will you please help the homeless pets at the GBHS
by enclosing \$1 in the envelope provided? Our
homeless pets are "BARKING" for your help!
Can they count on you? It's such a small
contribution to help save so many
who deserve a SECOND CHANCE!



Just send your dollar (or more if you like!) in the
envelope that is provided. All monies received will
be used to feed and care for the shelter's homeless pets!

YOU can help SAVE a life!



IDEA NUMBER 2

POUND PUPPY PAINTINGS

Huntsville Animal Services

4950 Triana Blvd.

Huntsville, AL 35805

Contact: Mary Ultz, Humane Educator
256-883-3794
mary.ultz@hsvcity.com
www.huntsvilleanimals.com



Huntsville Animal Services decided to get creative and instead of using a brush to paint, they used puppies instead! It was a non-labor intensive and fun way to raise funds and awareness for their facility.

Puppies were used because they were the easiest to work with, but practically any type of pet can be used. Paintings were sold at the shelter and at a local pet boutique. This was easy and fun to do – only two people were needed.

Steps Involved

- Place paint in a pan.
- Dip puppy in the paint.
- Have the puppy walk on the poster board several times.
- Wash off the puppy and return it to its pen.
- Let the painting dry overnight, then place into a frame.
- Create a “Certificate of Authenticity” for each painting—“This Original Artwork was created by (pet’s name). He/she began his/her residency at the Huntsville Animal Services on (date) ID # ____.”
- Date the painting on the front.
- Place a 2” x 2” photo of the “artist” within the painting.
- Framed 11” x 14” paintings cost \$25, 16” x 20” paintings cost \$50.

Supplies and Cost

- Poster board—\$1 per sheet (donated)
- Picture Frames—\$2-25 (various sizes were donated)
- Non-toxic paint—\$3 each
- Item to hold paint —\$6 (a plastic drip pan that goes underneath a hot water heater works well)
- Area to wash pet
- Digital camera, computer with printer, card certificates.

Additional Advice

- If the puppy is not inclined to walk (too small to be leash trained, too playful), “set” the puppy in the paint, then put the puppy on the poster board. Using the puppy like a stamp, set the puppy several times, getting paint on most of the board.
- Place a sign on the dog’s run stating “Pardon my colors, I’m an Artist! All paint is non-toxic and will wear off soon.” (The paint usually wears off within one day.)

Continued on next page.

- Create a special event for the public. Have a “Pet Painting Party” where the public brings their own pets to make paintings. Keep a digital camera and printer nearby to print the pet’s photo and Certificate of Authenticity.
- Have each shelter pet create a painting available for purchase by its new family at adoption time.
- Shorthaired dogs make clearer prints as longer hair will get in the painting.
- Don’t use too much paint for the pet to walk in, just enough to get it on their pads.



IDEA NUMBER 3

THE BUNNY BOOK

Morning Starr Animal Sanctuary, Inc.

400 E. Bent River Road Suite 10

Clarkdale, AZ 86324

Contact: Dina D. Smithson, Grants Coordinator
928-634-7938
sauldina5@sedona.net
www.morningstarr.org



The Bunny Book is designed to help keep adopted bunnies safe, happy and healthy in permanent homes. All too often bunnies are surrendered to shelters simply due to a lack of knowledge, which can result in poor temperament and bad health. The Bunny Book, a 24-page manual, covers all aspects of bunny care for shelter caregivers and new adopters.

The booklet consists of a compilation of information from several bunny sources. It is in an easy-to-read format, composed in a friendly style, and full of useful information. The reward for such a tool is that there are simply less bunny returns because adopters are better equipped to properly care for their new pet.

The research to pull the information together only takes a few hours and can be found in libraries or online. Topics for inclusion are proper housing, temperament and personality, diet, litter training, outdoor care, indoor care, toys, medication, veterinary care, and other do's and don'ts. Keep the information simple and to the point. Photos and illustrations are always helpful.

If reprinting copyrighted information, be sure to first obtain written permission from the source and always be sure to credit the author and publisher.

Cost

A 124-page booklet costs \$1.20 to print at 5¢ per copy page.

IDEA NUMBER 4

PROJECT SAFETY NET

Maricopa Animal Care & Control

2323 S 35th Avenue

Phoenix, AZ 85009

Contact: Julie Bank
602-506-3471
Jbank@mail.maricopa.gov

Richmond SPCA

2519 Hermitage Road

Richmond, VA 23220

Contact: Makena Yarbrough
804-521-1314
myarbrough@richmondspca.org

Initially developed by the Maricopa Animal Care & Control, the goal of "Project Safety Net" is to provide alternatives to pet relinquishment and enlist the support of the community. During the first year of implementation at the Richmond SPCA in Richmond, "Project Safety Net" prevented 900 pets from entering the shelter system and contributed to a decrease of more than 40% in euthanasia in the city of Richmond. Both the Maricopa Animal Care & Control and the Richmond SPCA have developed a variety of programs to either keep pets with their families or help owners find a new home for their pet on their own:

- 1) Pet Food Bank: Free pet food is provided to pet owners in order to help them get through challenging financial periods.
- 2) Surrender Counseling: Open-ended non-judgmental questions are asked in the hope of obtaining more information from the owner, or to problem-solve so that the owner may reconsider relinquishment.
- 3) Re-homing Services: Tools are provided to the owner to assist them in placing the animal themselves while they await cage space at the shelter. Perfect match forms are provided so that they may make a good decision about a potential new owner. Pets are posted on the shelter's website and owners are provided with the contact information for local rescue groups if the animal is purebred.
- 4) Behavior Help Line: A host of pre-recorded information is available. Callers may also leave a message for a trained behaviorist to call back for further assistance.
- 5) Manners Class: A list of training classes is provided.
- 6) Pet Friendly Housing Guide: A listing of pet friendly housing was compiled and can be accessed on the shelter's website.
- 7) Foster Care Program: Good Samaritans may find an abandoned litter of puppies or kittens and many people are willing to keep the litter until they are old enough to be spayed/neutered, vaccinated and adopted. The program also has a positive impact on public relations.
- 8) Moms and Litters: If the owner is willing to keep a mom and her babies, the organization will provide spay/neuter for the mom and babies, vaccinations, medical care and pet food until the babies reach an adoptable age.



Please don't turn your pet over to a shelter!

The Partners of Project Safety Net provide alternatives to pet relinquishment



The Richmond SPCA and other shelters in the area take in anywhere from 20-100 animals a day during our busy months. If you plan to turn your own animal into the shelter, please reconsider.

The SPCA has the following resources available to assist you in keeping your family pet:

Ask friends, family and co-workers or utilize free resources from the SPCA - Ask around to see if you know anyone who is looking for a new pet, or take advantage of free resources such as our "Pets Looking for Homes" bulletin board. It is better for your pet if you are able to re-home them yourself. The shelter is a very stressful environment.

Seek behavior help – For help with behavior issues and concerns, call **643-SPCA** or visit **www.richmondspca.org**. Trained volunteers/staff will contact you by the next business day.

Join A Manners Class – Ask how to sign up for a class specifically designed to help great pets that have minor problems.

Move with your pet – Ask a staff member for a *Pet Friendly Housing Guide*. This is a list of apartments that allow pets or visit our website at www.richmondspca.org

Become part of our Foster Care Program - If you are turning in a sick animal or a mom and her babies, are you willing to keep the animal until it is well or the babies until they are old enough to fend for themselves? Join our Foster Care program. We provide all the food, medications and vaccinations and then when they are adoptable, we will work with you to find them a new home.

Learn how to deal with feral cats – If you have stray cats in your neighborhood that can not adapt to living in the home environment, visit the web site of Operation Catnip, at www.operationcatnip.net. Operation Catnip will provide you information on trap, neuter and return to reduce the homeless cat population, and other spay/neuter resources.

The Richmond SPCA accepts pets turned in by their owners by appointment only.

For additional information or to schedule an appointment, please call 643-6785 Mondays, Tuesdays, Thursdays and Fridays from 9 a.m. to 5 p.m.

Re-homing Service Pet Poster

PLACE PET PHOTO HERE. FILL IN STORY, BRING ONE COPY OF THIS POSTER TO RICHMOND SPCA, AND POST OTHERS AROUND YOUR COMMUNITY.

UP TO A 4" X 6" PHOTO

My name is _____. I am a _____ old _____.

Age

Sex and Breed Mix/Type

Here is my story:

If you would like to meet me, please contact my human friend _____
Owner's name

Days _____

Evenings _____

The Perfect Match for Cats

Cat's Name _____ Date _____ A.C. Initials _____

My Preferences

Do you like cats with

☐ short hair ☐ long hair ☐ any

Do you prefer a ☐ male ☐ female ☐ Don't Care

Please describe the temperament & activity level you are looking for in a cat. Check all that apply

- ☐ zippy, high- energy, kitten- like
- ☐ mellow, easy-going
- ☐ a lap cat
- ☐ very affectionate
- ☐ responsive
- ☐ independent
- ☐ talkative
- ☐ quiet

Someone in your home is nervous or unsure of animals...

☐ very ☐ moderately ☐ some ☐ n/a

About Me and My Household

How would you describe your lifestyle?

☐ Homebody ☐ Social Butterfly ☐ Active Outdoors
☐ Entertain at home ☐ Have lots of visitors ☐ Workaholic

How many adults _____ and children _____ are in your

home? Ages of children _____

What pets do you have in your household? dog(s) _____
indoor cats(s) _____, in/out cats _____, and these other
pets/animals. _____

How many dogs _____ and/or _____ cats have you had as
an adult? Where are they now? _____

How long did you have them? _____

Finish this sentence: I need a cat that will tolerate being
alone _____ hours a day.

How much time do you think it will take for the cat to
adjust to his/her new environment? _____

Exercise

Do you prefer a cat that...

- ☐ will enjoy living indoors
- ☐ will live outdoors
- ☐ will enjoy being outside while I'm with him/her
- ☐ will come and go independently
- ☐ will enjoy living in our barn

Cat Behavior

Your ideal cat would: _____

What bad kitty habits are you unable to work through?:

- ☐ Not using litter box
- ☐ Scratching furniture
- ☐ Play biting
- ☐ Other _____

What is it about this cat that drew you to him/her?

Notes:

RICHMOND

SPCA[®]

Every life is precious.

The Perfect Match for Dogs

Dog's Name _____ Date _____ A.C. Initials _____

My Preferences

What are your reasons for adopting a dog:

- ☐ Watchdog ☐ Breeding ☐ Hunting dog ☐ Child's pet
☐ Guard dog for business ☐ Companion for other pet
☐ Companion for self or family ☐ Guard dog for home
☐ Gift Notes: _____

Please describe the temperament and activity level you are looking for in a dog. Check all that apply

- ☐ Athletic/high energy ☐ Outdoor dog ☐ Lap dog
☐ Mellow ☐ Very affectionate ☐ Quiet

When it comes to relating to dogs, do you tend to be more...

- ☐ Consistent, a real leader. (the dog must sit for a cookie)
☐ Lenient, a little wishy-washy, easily coerced by the dog.

Is anyone unsure or nervous of dogs? Yes _____ No _____

About Me and My Household

How would you describe your lifestyle?

- ☐ Homebody ☐ Social Butterfly ☐ Active Outdoors
☐ Entertain at home ☐ Have lots of visitors ☐ Workaholic

How many adults _____ and children _____ are in your home?

Ages of children _____

Do you have children that visit or live next door? ages _____

How many _____ dog(s) _____ indoor cat(s), _____ in/out cats, and other pets/animals? _____

How many dogs _____ and/or cats _____ have you had as an adult?

What breeds or mixes have you had? _____

How long did you have these pets? _____

Vet's Name _____

Finish this sentence: I need a dog that will tolerate being alone _____ hours a day.

When you **are not** home, where will the dog be kept?

- ☐ outside ☐ inside

When you **are home**, where will the dog be primarily kept?

- ☐ outside ☐ inside

When outside, how do you intend to keep your dog confined to your property? ☐ fenced pen ☐ leash ☐ fenced yard ☐

Chain/tie out other _____

Do you have or are you planning for: ☐ fenced yard

- ☐ a run ☐ a stationary tie-out ☐ Dog house ☐ Crate

What will your pet's day look like? _____

Exercise

Do you prefer a dog that...

- ☐ will enjoy walking with me on a leash
☐ will enjoy walking with me on or off leash
☐ will run, jog or hike with me
☐ will exercise him/herself in our yard
☐ requires only enough exercise to do his/her "business"

Dog Behavior

What bad doggie habits do you think can't be tolerated or would be difficult to manage:

- ☐ Chewing ☐ Barking ☐ Digging ☐ Play biting
☐ Not Housebroken ☐ Rough Play

Other _____

What is it about this dog that drew you to him/her? _____

Notes: _____



Robins-Starr Humane Center
2519 Hermitage Road
Richmond, VA 23220
804-643-6785
www.richmondspca.org

Richmond SPCA Re-homing Service

Remember, it is much better for your pet to find a loving new home without him or her ever having to enter an animal shelter.

Before you start looking for a new home for your pet, consider the following:

Get help with behavior problems - such as chewing, housebreaking problems, not using the litter box, being too rambunctious, etc. Go to www.richmondspca.org (under All About Pets) or call **643-SPCA** and our trained volunteers and staff will give you the information or referrals you need to correct the problem. By working to solve behavior problems before you find your pet a new home, you'll help ensure a good, lasting home for your pet.

If you're moving, **you do not have to give up your pet just because you're moving.** Moving is stressful even in the best of circumstances, so give yourself extra time to find a residence where pets are allowed. When talking to landlords, be honest and offer to introduce your pet(s) to the landlord. Many property owners will allow well-behaved pets, particularly if the owner behaves responsibly. Providing your pet's veterinary records, graduation certificate(s) from obedience classes, and references from past landlords can help to show a prospective landlord you are a responsible pet owner. For a list of many (but not all) landlords and apartment complexes that allow pets, please visit www.richmondspca.org for the **Pet-Friendly Housing Guide**, or call the Richmond SPCA at 643-6785 to get a copy of the guide mailed to your house. Once you have a new place, the Richmond SPCA can give you advice on how to help you and your pet cope with the change.

The Richmond SPCA can help you find the right home through our Re-Homing Service.

First, be sure your pet is spayed or neutered and is up-to-date on all of his/her vaccinations. This will make it easier for you to find a new home for your pet.

Next, follow these guidelines. Be thorough and patient - finding the right home takes time, but it's worth it for your sake and the sake of your pet.

- **Take several color photos of your pet** - showing your pet's cutest and most endearing qualities - and have copies made in order to make multiple posters.
- **Write a story about your pet.** Include the reason your pet needs a new home, the kind of home he/she needs and would do well in, and some "human interest" information - for example, your pet's funniest behaviors, his/her favorite things to do, or the thing you love most about your pet. Many people write the story from the animal's perspective, for example, "Hi, my name is Sabrina..."
- **Fill out the Richmond SPCA Re-homing Poster included in this packet.** Print neatly with a fine-tipped magic marker or dark ink pen. Make several photocopies of the poster and then attach an original photo to each poster.
- **Bring one of your Re-homing posters to the Richmond SPCA**, along with written proof of current rabies vaccination and spay/neuter surgery. The poster will be placed in the lobby for all visitors of our adoption center to see.

Helpful Hints on Advertising for a New Home for Your Pet:

- **The more people you reach**, the more chances you have to find the right home for your pet, but use caution. Unfortunately, there are people who will take your pet for research, to use for dog fighting or other cruel activities, or who will simply tire of a pet as soon as the newness wears off.
- **Charge a fee.** Most people who want a pet for the right reasons are happy to pay something for the animal and a fee will discourage most people with malicious intentions. Consider making the fee payable to the Richmond SPCA to help give pets like yours a second chance.
- **Place the re-homing posters in veterinary offices and pet supply stores** near and far, where people who take good care of their animals visit often.
- **Advertise in your local newspaper**, listing the most important characteristics about your pet and the kind of home your pet needs. This will cost a little more, but will save you time and aggravation screening applicants. Advertisements with photos get more attention.
- **Advertise through your workplace e-mail or your community bulletin board.** Placing your pet with someone you know will ease the transition for you, the new owner and your pet.

Helpful Hints on Screening Potential Adopters:

- **Interview potential adopters carefully.** Use our adoption application as a guide.
- **Review the "Perfect Match" form with each applicant** to see if the applicant's life-style is compatible with your pet. Does your pet fight with cats? Is your pet high or low energy? Make sure he/she fits into the lifestyle of the applicant's family, and your pet is what they're really looking for.
- **Along with the adoption application, we recommend the following steps:**
 1. Verify the name and address with a driver's license.
 2. Call the person's landlord and make sure they have permission to have a pet.
 3. Look at how long the person has lived at the current address. Moving is the number one reason animals in this community are dropped off at a shelter. Ask about the person's plans to start a family. A considerable number of people give up their pets because they are having or have had children. Ask about the person's plans for future housing - how long will they be staying where they are now? Have they had experience in the past finding a home where pets are allowed? Do they understand how long it takes to find an apartment that allows pets (usually three months or more).
 4. Ask to see the person's veterinary records on all their current pets to see if they take good care of animals.
 5. Get references (friends, neighbors) and call to see if they can vouch for the person's ability to care for animals.
- **Take the time to consider applicants.** Don't allow yourself to be pressured into making a decision that you do not feel right about.
- **Visit the adopter's home** to see the environment your pet will be living in.
- **Follow up with at least one phone call** to see how your pet is doing in his/her new home. A responsible owner will welcome your concern for the animal.

IDEA NUMBER 5

CATTY SHACK CAT SHELTER

Frasier Valley Humane Society

11390 Wilson Street

Mission, B.C.

V4S 1B5 Canada

Contact: Maggie Calloway
604-462-8215
dundarave@shaw.ca
www.humanesociety.cjb.net

The Frasier Valley Humane Society in Mission, Canada, created a cat shelter that helps the inmates at a local minimum security prison, as well as cats.

Ferndale (minimum security prison) has a population of 178 inmates, all of whom have a job on the grounds. The possibility of a shelter was proposed to the prison Warden who saw the potential immediately.

The win-win here was the animals get excellent care and love, the inmates are able to exhibit love and empathy to the animals— something they normally cannot show, and the community is served in a big way.

How It Works:

A willing Warden is crucial— the program could not happen otherwise. The inmates must also see the potential. An outside organization (i.e. the Humane Society) is necessary for coordination. The prison system provides the building and the inmates— all other costs are borne by the Society.

At the prison there was a suitable building of approx. 1,000 square feet with a concrete floor. There was a shed roof that came off a portion of the building so they enclosed the area with wire mesh and a concrete block floor and made an outside patio. This is a great favorite of the cats and kittens with climbing platforms and tree limbs— who are also able to watch the ducks and birds around the pond.

All the cats and kittens live communally and the inside is set up with sofas, chairs and climbing platforms. There are large cages— built by the inmates— for nursing moms and kittens. The cats and kittens are relaxed, secure, socialized and very happy. There is an adoption day once a month at the shelter— the third Saturday. And they also have a few spots for cats that are very elderly, or special needs, where they can stay forever. Every cat will stay at the shelter for as long as they need— there is no euthanasia.

The inmates have performed many miracles with cats that come to the shelter traumatized or otherwise in shock. The love and care from the inmates is very healing— for the cats and the inmates.

Continued on next page.

Cost¹

- The coordinator has to train the inmates— and continue to do so as they come up for parole.
- True costs are what you would normally have with a shelter— veterinarian, food, litter, litter removal, laundry and cleaning supplies. Above that, costs may include used couches and chairs for the socialization areas.
- This is a very labor intensive program for the first three months while the bugs are worked out. Even after the initial push there is a heavy commitment. You would also need one “Point Person” to make decisions and be the coordinator. Inmates are more comfortable when they know the line of command.
- It is also important that the shelter becomes the inmates’ project — they need to feel that they really count. Which, of course, they do—big time!



¹ Any of the inmates attached to the program are eligible to take courses on animal care through the University College of the Cariboo. Fraser Valley Humane Society are paying for the education by selling shrubs grown on the prison property. Where there's a will, there's a way! (Please call Maggie Calloway 604-462-8215 if you want more details about this rewarding program.)

IDEA NUMBER 6

EFFECTIVE PET LICENSING ENFORCEMENT

City of Fremont Animal Services

1950 Stevenson Blvd.

Fremont, CA 94538

Contact: Suzanne Mundy, Support Specialist
510-790-6638
smundy@ci.fremont.ca.us
www.fremont.gov/PublicSafety/AnimalServices/



A high rate of non-compliance with pet-licensing programs throughout the country is no surprise. In Fremont, CA the problem was reaching epidemic proportions—one third of the approximate 20,000 existing license records were delinquent.

How It Works

Fremont municipal code requires local veterinarians to report rabies vaccinations to the city. The first step was educating the public through the 12 veterinary offices in the city. A triplicate form was provided to veterinarians to be completed when the rabies vaccination was

administered. The client's copy provided detailed information about the licensing requirement. Unlicensed animals were entered into a license database; this way, even if owners failed to license their pets, there would be a record of where the pet lived and a record of current rabies vaccination.

Manual citations for non-compliance were a tedious and timely task. More often than not, citizens would be warned that a citation was forthcoming, but there were simply not enough staff members to handle the volume. In an effort to expedite the process, the administrative system was automated using Chameleon software and a "postcard renewal" was used to notify pet owners when it was time to renew. A "delinquent" postcard followed to remind pet owners when a license becomes delinquent. Finally a 10-day warning postcard acted as the final notice before an automated postcard citation would be generated.

Additional Advice

Running the postcards is relatively simple. In the month of April over 600 citations were issued for \$30.00 each. The "citation batch" is then forwarded via email to an outside contractor who processes and collects the revenues generated by the citations.

While revenue was below budget in other departments in the city due to the economic climate, this department was ahead of projected budget with two months remaining in the fiscal year. This accounts for licensing revenue only; revenue generated by the citation program is logged into a separate account which is tallied at the end of the fiscal year.

A black and white icon of a person in a uniform, possibly a pilot or a formal official, wearing a peaked cap and holding a clipboard.

www.ci.hesperia.ca.us/section.cfm?id=24

Senior Animal Control Officer Patti Lee states "We have gotten excellent results with these and the courts are not tied up with licensing citations."

<div style="display: flex; justify-content: space-between;"> CITY OF HESPERIA Nº 05821 </div> <div style="text-align: center; font-weight: bold; margin-top: 5px;">ANIMAL CONTROL CITATION/NOTICE TO APPEAR</div>											
ISSUE DATE		2/11/03		DAY		TUES		TIME		11:00 AM/PM	
NAME (FIRST, MIDDLE, LAST)											
STREET ADDRESS											
MAILING ADDRESS (IF DIFFERENT)								SOCIAL SEC. #			
CITY, STATE, ZIP				PHONE #		WK ()		HM ()			
DRIVERS LIC. NO. OR I.D.				STATE		CLASS		BIRTH DATE			
SEX		HAIR		EYES		HEIGHT		WEIGHT		OTHER DES.	
M F											
DESCRIPTION OF VIOLATIONS • CHECK ALL APPLICABLE BOXES											
# OF COUNTS HSP. ORD. <input type="checkbox"/> 6.04.080C <u>2</u> <input checked="" type="checkbox"/> 6.08.070 <u>2</u> <input checked="" type="checkbox"/> 6.08.090 <input type="checkbox"/> 6.08.160 <input type="checkbox"/> 6.04.080A <input type="checkbox"/>				DESCRIPTION LEASH LAW/CONTROL OF DOG NO RABIES VACCINATION NO DOG LICENSE NO LICENSE TAG ON DOG CONTROL OF ANIMAL 							
<input type="checkbox"/> INFRACTION <div style="float: right; text-align: right;">X MISDEMEANOR</div>											
BREED		SEX		AGE		COLOR		NAME			
GER SHIP		F		1 yr		SABLE		GIRLY			
GER SHIP		M		2 yr		BLACK		ZINNOY			
IMPOUND DATE				N/A		IMPOUND NUMBER				N/A	
LOCATION OF VIOLATION:				SAME							
<input type="checkbox"/> OFFENSES NOT COMMITTED IN MY PRESENCE. CERTIFIED ON INFORMATION AND BELIEF. I CERTIFY UNDER PENALTY OF PERJURY THAT THE FOREGOING IS TRUE AND CORRECT EXECUTED ON THE DATE SHOWN ABOVE AT HESPERIA, CALIFORNIA.											
ISSUING OFFICER:				Pat. J Lee				ID NO. 1706			
NAME OF ARRESTING PERSON, IF DIFFERENT FROM ABOVE											
								ID NO.			
Without admitting guilt, I promise to appear on or before the date indicated below.											
X OWNER SIGNATURE											
YOU ARE CHARGED WITH A VIOLATION(S) OF HESPERIA ANIMAL CONTROL ORDINANCE.											
X CORRECTABLE CITATION FOR VIOLATION(S) & RABIES ONLY. You must obtain the license(s) at Hesperia Animal Control, 11011 Santa Fe Avenue on or before <u>FEB 26, 03</u> . NOTE: You must show proof of rabies vaccination before a license will be issued. IF YOU FAIL TO CORRECT THIS VIOLATION(S) BY THE DATE ABOVE THE CITATION WILL BE FORWARDED TO THE COURT AND YOU WILL BE REQUIRED TO APPEAR ON THE DATE INDICATED BELOW. IF YOU HAVE QUESTIONS, CALL 760-947-1700.											
<input type="checkbox"/> THIS IS NOT A CORRECTABLE CITATION. YOU MUST APPEAR IN COURT ON THE DATE INDICATED BELOW. BEFORE THE JUDGE OR DEPUTY CLERK OF THE MUNICIPAL COURT, 14455 CIVIC DRIVE, VICTORVILLE, CA 92382											
COURT DATE:				<u>MAR 26 03</u>		DAY <u>WED</u>		TIME <u>1:30 AM / @</u>			
WARNING: IF YOU FAIL TO APPEAR IN COURT AS YOU HAVE PROMISED YOU CAN BE CHARGED WITH A SEPARATE OFFENSE, REGARDLESS OF THE OUTCOME OF THE FIRST CHARGE.											
LATE LICENSE PENALTY FEE MAY BE ASSESSED ON EACH DOG											
White: Court Copy				Yellow: Citizen's Copy				Pink: Animal Control Copy			
FORM APPROVED BY THE JUDICIAL COUNCIL OF CALIFORNIA 1-10-92 (C-400) (2000) (2001) (2002) (2003) (2004) (2005) (2006) (2007) (2008) (2009) (2010) (2011) (2012) (2013) (2014) (2015) (2016) (2017) (2018) (2019) (2020) (2021) (2022) (2023) (2024) (2025) (2026) (2027) (2028) (2029) (2030)											

IDEA NUMBER 8

HOLIDAY WINDOWS

San Francisco SPCA

2500 16th Street

San Francisco, CA 94103

Contact: Holly Fink, Adoption Outreach Coordinator
415-522-3520
publicinfo@sfsPCA.org
www.sfsPCA.org

In what has become a San Francisco tradition, the San Francisco SPCA brings adoptable dogs and cats to the windows of a downtown store each year between Thanksgiving and Christmas. For the past two years, Holiday Windows has been held at the San Francisco outlet of Anthropologie, a popular apparel, home décor, and gift chain.

SF/SPCA adoption staff works with the visual merchandising team at Anthropologie to design holiday-themed habitats in the store windows for cats, kittens and puppies. Anthropologie provides space inside the store for the SF/SPCA mini-adoption center with additional cats and dogs.

Two weeks before Christmas, Anthropologie hosts a holiday shopping celebration and benefit, offering a 15 percent discount during the two-hour soiree and donates 15 percent of all sales to the SF/SPCA.

In promoting Holiday Windows, the SF/SPCA is careful to stress that while it's fine to adopt a dog or cat for themselves, adopters should never give a pet as a holiday gift.

Cost

The cost of Holiday Windows is minimal; however, the program requires significant staffing. Staff and volunteers bring the dogs and cats to the store each morning, and return them to the shelter each night. Additionally, staffing is necessary for the mini-adoption center during store hours, seven days a week.

Results

For Holiday Windows
2002: 137 adoptions;
\$5,680 in donations from
the public plus \$1,500 from
the Anthropologie benefit.
The event garnered much
positive media attention for
the SF/SPCA, both print
and television.



IDEA NUMBER 9

FELINE PICASSOS CREATE MASTERPUSSSES

San Francisco SPCA

2500 16th Street

San Francisco, CA 94103

Contact: Nancy Guelzow, Cat Behavior Program

415-554-3000

publicinfo@sfspca.org

www.sfspca.org

Selected felines in the Cat Behavior Program create paintings, or “masterpusses,” which are for sale at the San Francisco SPCA. Proceeds benefit the shelter cats, and the program attracts attention to adoptable cats while raising the visibility of the Cat Behavior and Adoption programs.

Cat Behavior staff carefully select outgoing, active cats who enjoy painting. Two or three times a year they schedule a painting day, allowing 10 or more cats to express their creativity with paint (non-toxic and washable), paws and tails. Each painting day yields about 150 to 200 works of art.

Acting as a “curator,” a member of the Cat Behavior staff writes style notes and artist bios for the painters, who are dubbed with suitable feline artist-in-residence names, such as Newton Pawlick, Tori Degas and Simba Dali.

Cost

Expenses are approximately \$250 for paint, paper and mats to produce 200 paintings. The paintings sell for \$15. Greeting cards, featuring small painting samples, sell for \$3.50.



IDEA NUMBER 10

ADOPTION EXTRAS

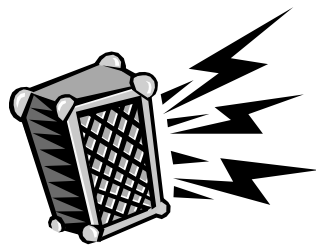
Peninsula Humane Society

12 Airport Boulevard

San Mateo, CA 94401

Contact: Scott Delucchi, Vice President, Communications & Marketing
650-685-8510
DELUCCHI@PeninsulaHumaneSociety.org
www.peninsulahumanesociety.org

Two great adoption-related ideas from the Peninsula Humane Society (PHS).



ANNOUNCING ADOPTIONS:

The PHS announces over their PA system one adoption in the morning and another in the afternoon every day for shelter staff and volunteers to hear. They find it's not as intrusive as announcing every adoption but it's enough for staff outside of operations – such as those in finance, education, fundraising, human resources, and maintenance – to serve as

a nice reminder of why they work at the shelter.

They reported that most times they have a wave of staff coming to the front office following the announcements to congratulate the new adopters, wish them luck, say good-bye to those animals that have touched their hearts and get one last lick.

Cost

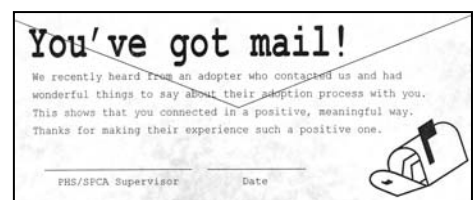
Nothing and it goes a long way towards customer relations and staff morale.

“YOU’VE GOT MAIL”

You’ve Got Mail is a recognition program for staff matchmakers – those that work in adoptions. If an adopter writes to PHS with nice things to say about their experience during the adoption process, PHS presents the staff person with a certificate entitled “You’ve Got Mail” along with a \$10 gift certificate for Target, Old Navy or Jamba Juice – or a \$10 credit towards the catering truck that stops by the shelter every day.

The certificate is in the shape of an envelope and says:

“We recently heard from an adopter who contacted us and had wonderful things to say about their adoption process with you. This shows that you connected in a positive meaningful way. Thanks for making their experience such a positive one.”



Cost

Very little —\$10 for each gift certificate.

Returns – Appreciation from staff who have a difficult job and to some extent, motivation to really try to connect with an adopter during the process.

JM/NV

IDEA NUMBER 11

“PUT A LITTLE LOVE IN YOUR HEART”

Humane Society of Boulder Valley

2323 55th Street

Boulder, CO 80301

Contact: Martha Myers, Communications Manager
303-442-4030, ext. 651
Martha.myers@boulderhumane.org
www.boulderhumane.org

The Humane Society of Boulder Valley developed a television advertising campaign to help reduce the number of homeless animals in Boulder County.

The “Put a little love in your heart” campaign, created gratis by DesRosiers Advertising and Dog House Productions in Boulder, emphasizes the need for adopting homeless companion animals. The 30-second promotional pieces, set to Anne Murray’s rendition of “Put a little love in your heart,” feature an attractive combination of video and stills of adoptable animals interacting joyfully with people.

Each spot opens by highlighting adoptable animals at the Humane Society and concludes with a call to action promoting companion animal adoption. The heartwarming imagery is offset by clean text screens listing compelling statistics, such as the number of homeless animals in Boulder County. DesRosiers Advertising and Dog House Productions created these public service announcements to evoke emotion and stimulate action.

A series of three PSA commercials were produced. Pro bono television spots were secured by all the major network television channels and AT&T Media. The airtime from the networks was given as space was available. The spots were played in various time slots. As an added benefit, the contacts that the Humane Society made with the local stations turned them into a valuable resource.

Cost

The only cost incurred with the project was having the Beta tapes duplicated for the television stations, approximately \$100.



JLM/V-PSA

IDEA NUMBER 12

OWNER SURRENDER/RECLAIM AGREEMENT

Humane Society of Boulder Valley

2323 55th Street

Boulder, CO 80301

Contact: Connie Howard
303/442-4030
connie.howard@boulderhumane.org
www.boulderhumane.org

The Humane Society of Boulder Valley has an Owner Surrender/Reclaim Program that helps owners take a more active role in the future of their pet.

Owners typically surrender animals when they have run out of “known” options. When animals are received at the Humane Society of Boulder Valley, they are evaluated based on temperament and health. If the animal is not adoptable due to behavior, and the owner has asked to be notified, the shelter provides the owner with suggestions as to the type of home the owner should look for, or the type of training that might make the animal more manageable. If the animal’s health problems make it unlikely to be adopted, all test results and x-rays are shared with the owner and a decision about the future of the animal is then made using this information.



During the intake of each animal the Surrender/Reclaim agreement is reviewed and the option for reclaiming the animal is fully explained, especially about the owner’s responsibility to keep in touch with the shelter. There are checks and balances for each side of the reclamation process that have to be maintained. Boulder uses a computer system that keeps track of each animal’s history, as well as the owner’s request to be informed if the animal cannot be placed. It is emphasized that the owner should call as often as they wish, and that they need to make sure the shelter has their current contact information.

Providing this service to pet owners who want assistance in placing their pets, but who are also prepared to take the animal back if not adoptable, is rewarding.

Cost

The only expense is the additional 24 hours that the animal is kept before the owner reclaims the animal.

JLB

Boulder Humane Society Owner **SURRENDER/RECLAIM** Form

I certify that I am: (a) the guardian (also know as the “owner”) of the animal described below; or (b) I am the authorized representative of the guardian or owner of the animal described below. I also certify that I have unrestricted and complete authority to surrender the animal to the Humane Society of Boulder Valley (“the Humane Society”). The animal being surrender is :
(Name): (Shelter Number)

I understand that there is anon-refundable fee to relinquish an animal to the Humane Society. If I am not able to pay the fee, I will request to speak to a supervisor.

I also acknowledge my understanding of, and agreement with the following terms and conditions that govern the relinquishment of the animal:

- (a) If the animal is of suitable health and temperament, it will be placed in the Humane Society’s adoption program.
- (b) If the animal does not pass the Humane Society’s health or behavior screening at any time during the animals stay at the Humane Society, the animal will be euthanized which means that the animal will be put to death in the most humane manner possible.

I understand that the Humane Society offers another option to euthanized my per, which means that I can reclaim my animal before it is euthanized. In that regard, and subject to the following terms and conditions, my choice is as follows (please initial on the appropriate line):

_____ I wish to reclaim my animal before it is euthanized.

_____ I do not wish to reclaim my animal before it is euthanized.

If I initialed the first option (indicating my wish to reclaim my animal before it is euthanized), I understand and agree that I must reclaim my animal WITHIN 24 HOURS OF THE HUMANE SOCIETY GIVING NOTIFICATION that the animal may be reclaimed. I am responsible for maintaining contact with the Humane Society and for providing the Humane Society with current contact information for me.

I understand that the Humane Society will attempt to contact me by email (the email address that I provided); or by telephone (using the telephone number(s) that I provided), until a Humane Society representative speaks with me or leaves a message on my telephone or with the person who may answer the telephone, or emails me at the address indicated below.

The Humane Society’s one-time email or telephone contact shall constitute the Humane Society’s only obligation to attempt to notify me that the animal may be reclaimed by me. If I have not reclaimed the animal within 24 hours from the time of the Humane Society’s telephone notification, or email notification, the animal will be humanly euthanized.

I understand that I may call the Humane Society to check on the status of the animal that is be relinquished. I understand that I should also keep the Humane Society advised (timely) of any changes in my email address or telephone number.

I hereby release the Humane Society and its employees, staff, agents and/or representatives from any claims or demands that I have, or may have, that: (a) may be connected with the animal; (b) may arise out the Humane Society's care of this animal; or (c) may arise out the Humane Society euthanizing this animal (provided that the Humane Society has complied with the terms set forth above.)

I certify that the animal has not bitten anyone in the last 10 days.

Please use the following email address or phone number and extension to contact us:

Phone:

Email:

When inquiring about your animal please use your animal ID Number _____

If you are planning to travel during the time that your animal is in our care it may be necessary to arrange an alternative contact for the Humane Society. **It is your responsibly to keep us informed of your wishes in regards to the contact information.**

IDEA NUMBER 13

PET PAL PACK

Humane Society of Boulder Valley

2323 55th Street

Boulder, CO 80301

Contact: Connie Howard
303-442-4030
connie.howard@boulderhumane.org
www.boulderhumane.org

All shelters have hand out materials and some, in fact, publish a booklet that incorporates all of the information a new pet owner might need as a reference. Perhaps your shelter lists some of these resources:

- Veterinary Clinic / Follow up Pet Health Care
- Training and Behavior Center
- A (Pet) Lost and Found Service
- And perhaps you give the new owners a list of your community's Animal Control Ordinances.

The 16-page book (not including the cover) that is published by the Humane Society of Boulder Valley has one unique feature that might help your shelter defray the costs of printing your publication. Their Development Department sold half page ads to the general business community which underwrote the total cost of the book *and* its very convenient back page document holder (for the adoption papers and any reference cards that might be included, i.e. Obedience School.) Some of the advertisers were an art store, an errand service, a real estate company, a liquor store and one national ad was from a cat litter company.

Cost

4,000 copies were printed to meet the projected adoptions for the year. The printing cost was \$6,000. They sold 14 ads in the half page size for a total of \$500.

One staff person to write all the copy for the information in the booklet which, in this case, was about 10 hours including reviews by staff and other departments. The advertisers were required to provide camera-ready art.

Advice

Selling too many ads can be a problem, and inserts included in the pocket in the back are time consuming to fold and insert, and may give an impression of favoritism.

Boulder included the following disclaimer in their booklet:
The Humane Society of Boulder Valley does not endorse or guarantee any products, services or vendors mentioned or advertised in the "Pet Pal" nor can it be responsible for problems with vendors or their products or services. The Humane Society of Boulder Valley reserves the right to decline or cancel any advertising for any reason, at any time.



JLB/NV

IDEA NUMBER 14

PUBLICITY GONE TO THE DOGS

Dumb Friends League

2080 S. Quebec Street

Denver, CO 80231

Contact: Deanna Groves, Human Resources Manager
303-696-4941 Ext. 356
hr@ddfl.org
www.ddfl.org

Strong media relations are key to promoting the good work your shelter is doing and gathering community support. In order to build relationships, you first have to grab the public's attention. Simply by taking an everyday event and putting a little twist on it, you can attract more than your share of notice.

If your facility is in the midst of a building project or capital campaign, consider holding a press conference with board members, donors, politicians and community friends in attendance to kick off construction. Instead of holding a traditional ground breaking ceremony, use the greatest props available to you to garner attention – the dogs! Have a trained dog or two do a ground “digging” ceremony (shelter dogs are not recommended). Dress them up in little hard hats and tool belts for great visuals, and bury a tasty treat in the dirt to encourage the dogs to dig on command.

Once construction is completed, host a grand opening event. Do away with the traditional ribbon cutting ceremony and have a “rib-bone” cutting event using trained dogs to chew through a string of biscuits. It is recommended that you have the dogs practice this in advance in case the dogs do not like the treats or are food aggressive. Conclude the event with shelter dogs walking up a red carpet to the facility entrance.

Positive public relations will encourage community support and attract future donors and volunteers.



IDEA NUMBER 15

"PAWS-ITIVELY GRRRR-EAT" RECOGNITION PROGRAM

Dumb Friends League

2080 S. Quebec Street

Denver, CO 80231

Contact: Deanna Groves, Human Resources Manager
303-696-4941 Ext. 356
hr@ddfl.org
www.ddfl.org

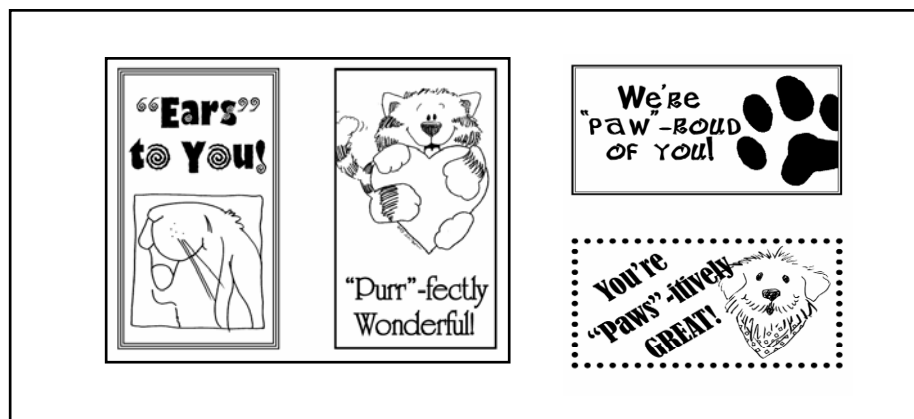
Do you know what motivates staff more than a raise or bonus? Recognition. A simple "thank you" can go a long way. At the Dumb Friends League, an inexpensive way to recognize the hard work and extra effort of employees was implemented through their "PAWS-itively Great" program.

How It Works

- "Kudos" cards with animal themes including "Ears to You!" and "We're PAW-roud of You!" were designed and then printed on light-to-medium card stock.
- The cards were given to managers and supervisors who were challenged to write out three to five cards per week. The notes thank staff for going above and beyond the call of duty or for giving special attention to a patron or coworker.
- Shortly after the program was initiated, staff asked if they could hand out the cards to each other as well. This encourages positive employee relations.
- Employees turn in their cards for a drawing each month. Local merchants often donate prizes such as gift certificates to local restaurants, discount retailers or grocery stores, movie tickets, or the local video store. Four to five cards are drawn and the winners are announced.
- After each drawing, holes are punched in the cards to indicate that they have already been eligible for a prize drawing, and the cards are returned to the employee. Many staff members keep the cards for a morale boost or to decorate their workspace.

Cost

- Creation of art, print stock and printing cost would be minimal
- Purchasing gifts each month might range from \$10 - \$50, depending on donations from retailers and the season. The benefits of employee retention far outweigh the money outlay.



JLM/NV

IDEA NUMBER 16

SHELTER SAFARI PROGRAM

Dumb Friends League
2080 South Quebec Street
Denver, CO 80231-4067
Contact: Tara Hall
303-696-4941
thall@ddfl.org
www.ddfl.org



The Denver Dumb Friends League has taken a page out of the business world and developed a program for their staff to see the “Best Practices” of similar organizations in the vast Denver Metro area. “The Shelter Safari” is a trip to other animal welfare organizations in the metro area over the course of a day. The objective is multi-fold: to share ideas, to network and to get information about other similar organizations in the community. Each staff member is scheduled for a Safari after they have been at the shelter between six and twelve months – at that stage, they have a good idea of how their own shelter works and can generate ideas based on what other shelters do. The public will

receive more options for resources because the staff knows more about the scope of resources that are available when you are unable to help them at your shelter.

How to Do It

- Make contact with the other organizations you plan to visit. Plan no more than five different shelter visits, of approximately one hour in length. Be sure to explain how this is a benefit to your own organization, as well as a networking opportunity for theirs. Additionally, be sure to invite their staff to your own organization – this program works best when it’s reciprocal.
- Schedule a day (or two) when you can reasonably send a small number (should not exceed 12 people) of staff to the shelters. Provide maps/directions, as well as an agenda, including a lunch break. Providing a shelter vehicle is recommended.
- Within a week schedule a staff meeting so team members can share their observations and ideas.
- Send “Thank You” notes, and any promised materials, to the hosting organizations.

Cost

- Hourly wages for each staff member scheduled for the full-day trip (7 hours), plus mileage.
- Lunch could be considered an optional expense.
- Resources needed: Staff coverage for those attending

Advice

This is a real eye-opener for many employees – an opportunity to see what other organizations are doing as well as a chance to meet new people who have the same goals. This could be considered an optional or volunteer opportunity, but paying staff for the full day is considered an investment in their commitment.

JLB

IDEA NUMBER 17

PUPPY CLUB

Dumb Friends League

2080 South Quebec Street

Denver, CO 80231-4067

Contact: Donna Mlinek
Animal Behavior Manager
303-696-4941
dmlinek@ddfl.org
www.ddfl.org



Puppy Club is a puppy socialization and playtime hour scheduled once a week for dogs under six months of age (whether adopted from the Dumb Friends League or not.) The purpose is to increase the puppy's social skills and understanding of "dog language," while giving staff and volunteers an opportunity to provide the new dog owner tips and suggestions on raising a puppy, including topics like obedience, grooming, housetraining, etc.

How it works

Attendance is managed through a weekly sign up sheet and a dedicated voice mailbox for interested owners. With attendance limited to 20 puppies or fewer per hour, the Club is available on a first come, first serve basis. When owners arrive, they are asked to sit in a chair in an enclosed and secure play yard while their puppy is allowed to freely interact and play with the other puppies. Volunteers carefully monitor play so that no "bullying" is allowed, using squirt bottles and shake cans to interrupt inappropriate play.

Staff have found that attendance during summer months tends to be lower so one session is scheduled each week during the summer and two sessions are scheduled each week during winter months.

Cost

Printing and paper cost for advertising, waivers and rules, staff costs if volunteers are not available and some small fencing or dividers to create an area for smaller or timid puppies.

Advice

- For safety reasons, children under the age of six are not allowed and all Puppy Club attendees are required to remain seated for the entire hour to eliminate the risk of people getting knocked over.
- Copies of the rules developed by the Dumb Friend League for Puppy Club are available on request.
- Charging \$5/week for each puppy has helped cover any expenses associated with maintaining the program.

IDEA NUMBER 18

TEAM PEP RALLY

Larimer Humane Society

P.O. Box 272450

Fort Collins, CO 80525

Contact: Dori Villalon, Executive Director
dori@larimerhumane.org
www.larimerhumane.org

Every Friday morning at 9:30 am, employees are summoned to the lobby for a 10-15 minute Pep Rally. A pre-assigned team leader has prepared a simple, fun team-building exercise. By the time the shelter is ready to open at 10:00 am, staff members are laughing and relaxed, ready to face the challenges of the day.

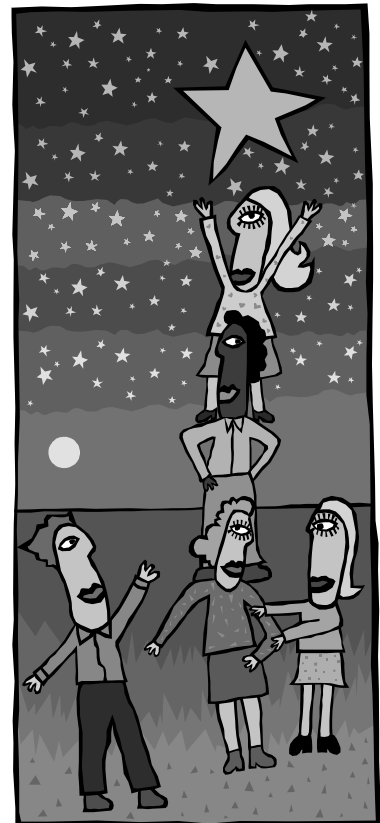
In order for this idea to work, supervisors must be able to appreciate the value of team building and laughter.

Additional Advice

Always make certain to avoid anything that may be controversial or may violate human resource policies.

Here are two fun Pep Rally examples:

1. Distribute pens and a piece of paper to everyone. Have staff stand next to a table, pick up their right foot, and begin swinging their foot in a circle clockwise. While they are doing this, have staff attempt to write the number 6 on the paper.
2. Distribute a small handful of M & Ms to each person. Assign meaning to each color: i.e., red M & M is your most embarrassing moment in school; green is your favorite hobby. Each staff member goes around the group, relaying information based on their M & Ms.



IDEA NUMBER 19

CAUTION—CATS! & CAT CARE

Cat Care Society

5787 W. 6th Avenue
Lakewood, CO 80214

Contact: Sherri Leggett, Shelter Manager
303-239-9680
ccsmanager@earthlink.net
catcaresociety@earthlink.net
www.catcaresociety.org

Bandana Cats

The Cat Care Society is a cageless shelter so the majority of their cats roam freely in colony rooms. For the most part, it's a great system that allows adopters access to the animals, reduces stress, and is more visitor friendly. There are, however, those cats that are "non-cat" cats – those who prefer not to be in the company of other felines. In an effort to differentiate them immediately from the other cats, "kitty" bandanas are fitted to the cats' collars. This enables adopters to pick them out quickly (signage in the lobby explains the bandanas) and also explains why some of these cats may not "show" as well as others. Not only does it attract attention to the cats, but it has also helped to increase adoptions in the case of those looking for an "only cat."

Perpet-U-Care Program

The Perpet-U-Care program at the Cat Care Society was initiated to make the adoption of older cats, generally 12 and up, more attractive. Any cat adopted under this program is covered for up to \$250 per calendar year for veterinary expenses (not including general health exams, vaccinations, euthanasia or cremation costs.) This program helps to increase the odds of older cat adoptions and creates goodwill. Typically only about 10 percent actually utilize this option, and a portion of the cost is defrayed by a grant from PETsMART Charities.



IDEA NUMBER 20

6 CALMS FOR DOGS OR CATS

Cat Care Society

5787 West 6th Avenue

Lakewood, CO 80214

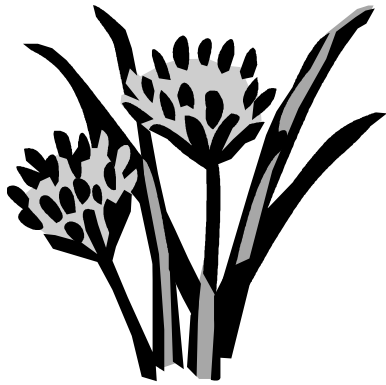
Contact: Kathy Hill

Executive Director

303-239-9680

lakewoodcjun@earthlink.net

www.catcaresociety.org



The use of herbs and botanicals for nervous and excitable cats and dogs in animal shelters is becoming more widely accepted as another tool available to animal welfare professionals.

Although the Cat Care Society specifically works with cats, this product can also be used for dogs. The Society has primarily used Calms for shy/nervous cats or those who are a little aggressive with other cats. The product is produced by Thomas Laboratories and comes in tablet or liquid form. The tablet form, primarily made up of herbs, is given one hour before the desired effect. In the society's experience, the tablet form usually lasts about 8 hours. The liquid form is a combination of several

homeopathic remedies and is given twice a day orally, on food or in water. This may be easier to administer to cats. If your shelter has cats sheltered in colonies, it would be wise to give the calms at the beginning of the day, and cage the cat in the evening. This is usually done in a cage in the same room with the colony. It is also a technique used for introductions. For cats with aggressive tendencies as well as shy cats, this will give them the "time out" they need to relax, calm down, and feel safe before facing a stressful day with the entire colony.

Cost

Liquid form is 30ml per bottle with recommended dosages from between 5-15 drops depending on weight. Tablets come in bottles of 60 tablets with recommended dosage of one-half to two tablets. Both cost \$5.00 each. For further information on this product call 623-936-3363, email tlabs@thomaslabs.com, or visit Thomas Laboratories website catalog for information at www.thomaslabs.com.

Advice

Cat Care Society staff usually give Calms for at least one week to evaluate its effectiveness. Results will vary with each animal. In their experience it has a calming effect on most all shy cats, assuming administration of it is not traumatic to them!



IDEA NUMBER 21

REDUCING KITTY STRESS BY USING BACH FLOWER REMEDIES

Cat Care Society

5787 West 6th Avenue

Lakewood, CO 80214

Contact: Kathy Hill

Executive Director

303-239-9680

lakewoodcajun@earthlink.net

www.catcaresociety.org

Animals have an emotional body as well as a physical body. Dr. Edward Bach, an English physician and homeopath in the early 1900's, sought non-toxic herbal remedies that he felt would cure illness by correcting mental and emotional imbalances. He believed that all illness results from a disharmony between the soul and mind, through such emotions as grief, depression, doubt, impatience, and fear. These negative emotions are then the true causes of illness. He used his flower remedies to restore the patient to a state of positive emotional health, believing that physical health would thereby be restored as well. The remedies work on an energetic level, similar to homeopathy, acupuncture, or Reiki. While originally developed for human use, it has been found that Bach Flowers work beautifully on animals, too.

How it works

The simplest way to begin using Bach Flower remedies is by using a mixture of five different remedies, all for different types of fear, called Rescue Remedy. Just a few drops (about four) at a time are sufficient about three to four times daily for two to four weeks (or the duration of the stay of the animal in the shelter). It may be easiest to put a dropper full of Rescue Remedy in the animals' fresh drinking water daily.

Cost

Rescue Remedy can be purchased at most health food stores (in Denver at Vitamin Cottage) for about \$10.00 a bottle. You can also order from Traditional Flower Remedies from Ellon at 1-800-4-BE-CALM.

Advice

Rescue Remedy can be used by anyone. Ellon also offers classes that teach about the 38 flower essences and their uses. You can learn how to make combinations of remedies in these classes for specific purposes. It would be good to have at least one person on staff who has taken a class in the use of Bach Flower remedies. If this were not possible, a homeopathic veterinarian in your area would be a good resource for any questions you may have. Some of the combinations the Cat Care Society has used are for loss of an owner, aggression, depression, adjustment, and shy cats.



IDEA NUMBER 22

URBAN KITTY

The Greater New Haven Cat Project, Inc.

P.O. Box 1432

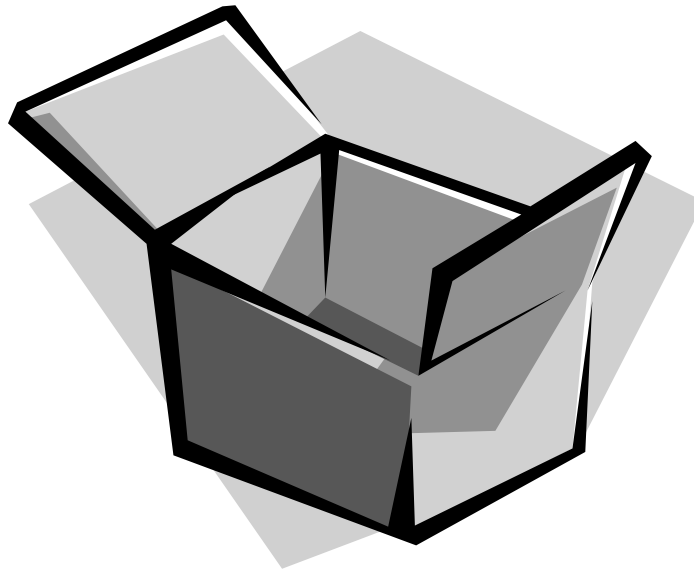
New Haven, CT 06506

Contact: Cheryl DeFilippo, President
203-782-2287
GNHCP@netscape.net
www.orgsites.com/ct/gnhcp

The harsh New England winters often pose a difficult challenge to the survival of feral cat colonies. The volunteers of the Greater New Haven Cat Project decided to take a proactive approach to the problem by holding “shelter construction parties” several times a year. For the last several years, volunteers construct housing for various cat colonies throughout the Greater New Haven area.

The shelters are made from materials that have been donated by local businesses. These generally consist of thick cardboard boxes, foam insulation, thick plastic to waterproof the exterior, and straw bedding. The result is a remarkably weather resistant, easily portable structure. They provide yet another means by which to assist colony managers and the feral colonies throughout the area.

Editor's note: According to Alley Cat Allies, if you use fiberglass or plastic foam insulation on the interior, be sure to cover it with plastic or wood. Foam needs a cover to hold it in place, and uncovered fiberglass will harm cats.



IDEA NUMBER 23

THE "PERFECT MATCH"

Humane Society of Broward County

2070 Griffin Road

Fort Lauderdale, FL 33312

Contact: Jo-Anne Roman, Director of Operations

954-989-3977

jroman@hsbroward.com

www.humanebroward.com



Many dogs are returned to the animal shelter due to the fact that they were simply matched with the wrong family. An exuberant Dalmatian is placed with an 80 year old woman...a lazy Bassett Hound is adopted by an active runner...a Border Collie is adopted to a couple in a small apartment building. More than likely these dogs will end up back at the shelter or remain in a home where they are unhappy and their families are unhappy with them.

The Humane Society of Broward County developed a Perfect Match curriculum to teach volunteers and staff members about the eight different breed groups and their general characteristics. For example, the characteristics of a SPORTING DOG are:

High energy
Playful, fun loving

Low protection

Alarm barkers

Often, natural retrievers

Good with children (although can be too large and clumsy with toddlers)

Likes to please owner

Easily trained

In their presentation, they address in detail each characteristic about some of the more common Sporting Dogs and mixes seen at the shelter. Next, they detail the characteristics with the type of person this dog would be best suited for:

An active person / an exerciser / jogger / swimmer / roller blader

A person with lots of time to bond with dog – these dogs are bred to work side by side with people and need lots of contact with their family

A person who likes to play and have fun – not for the humorless

Not for the person that is looking for a dog to protect family and home

A person that enjoys training, agility and the like

To determine if the match is compatible, ask the patron to fill out a lifestyle form that helps to predict whether this may or may not be the "perfect match."

The Perfect Match curriculum also includes cat breed groupings, adopting adults or babies and why people select the types of pets that they do. The objective is to be sure the patron and the pet are happy together for a lifetime. The Perfect Match has helped hundreds of dogs and cats stay in their happy homes.

JLM/V – PowerPoint Presentation

CHOOSING THE RIGHT DOG FOR YOUR LIFESTYLE!

***Please circle all that apply**

1. Why would you like to adopt a dog?

For the kids Inside Family Protection Friend for other pet Gift
Companionship Outside Guard Dog

2. What size dog are you looking for?

Small (up to 20 lbs) Medium (20 to 40 lbs) Large (40 and up)

3. What type of coat do you prefer?

No shedding (allergies) Short Medium Long No Preference

4. All dogs have different energy levels and exercise requirements. What kind of dog are you interested in?

High energy / tons of exercise Medium energy / moderate exercise

Low energy / little exercise

5. All dogs should be obedience trained. Some dogs learn quicker and are more eager to please than others. You prefer:

A dog that is already trained Not really concerned if dog obeys my every command

A real challenge A puppy I can train myself

6. Do you prefer a dog that is already housebroken (potty trained)?

Yes I can train myself

7. What is the longest period of time your dog will be left alone during the day?

2 hours or less Up to 4 hours Up to 6 hours Up to 8 hours

Over 8 hours

8. **No dog is perfect! Every dog or puppy guaranteed will have some type of behavior problem. Is there any behavior problem you could not tolerate?**
-

9. **If your dog / puppy did have some kind of behavior problem, what would be your recourse?**

Call our Behavior Helpline Sign up for Obedience Class Call Personal Dog Trainer

Return the dog

RECOMMENDED BREED SELECTIONS:

Recommended: Puppy or Adult Dog

Counselor's Notes:

Adopter's Choices: _____ _____

Counselor's Choices: _____ _____

Matches: _____ _____

IDEA NUMBER 24

"PEACE CLUB" PARTNERSHIP PROGRAM

Humane Society of Broward County

2070 Griffin Road

Fort Lauderdale, FL 33312

Contact: Marni Bellavia
954-266-6853
mbellavia@hsbroward.com
www.humanebroward.com



The PEACE Club, People Embracing Animals Can Excel, was designed for children ages 5-11. Sponsored by the Humane Society of Broward County in partnership with Hollywood Central Elementary School, the Club has developed a series of lessons and activities that have been incorporated into the teachers' daily lesson plans for one school year. Each month the children have a different activity or lesson geared toward learning how to respect and be safe around animals as well as how to be a contributing member of society. This program directly benefits the community by teaching children empathy and respect on all levels.

With extensive public support for the program, the School Board of Broward County adopted eight character traits that are infused throughout their curriculum and student activities.

The PEACE Club partnership program builds on these character traits through every lesson and activity in which the children participate.

How to Start

- Identify one or more schools that would be good match and are willing to participate.
- Brainstorm with staff and educators to develop curriculum.
- Volunteers who are, or have been, educators are tremendous help, too.
- Meet with the principals and key faculty.
- Organize a base group of volunteers, preferably with pet therapy certified dogs, that can teach different lessons monthly or bi-monthly.
- Meet with school counterparts on a monthly basis to discuss program progress and modify lesson plans accordingly.
- Give each child a PEACE club membership card. Provide other incentives/rewards such as certificates of completion.

Results

Nearly 1,250 children and 75 teachers, faculty, staff and school volunteers are actively involved in the program. The program has strengthened the community's perception of the shelter due to the involvement with the school and the activities in which the school is involved. Visibility has improved because shelter representatives are at the school weekly with pet therapy and carefully screened shelter animals to promote adoption. Since kids and animals naturally draw attention, the shelter has also benefited from excellent media coverage, further heightening awareness.

The program empowers children and adults to be advocates for animals and to inspire and motivate others in the community to enact change.

JLM/NV

PEACE Club Schedule of Lessons

Lessons	Month
1. Responsibility	September
2. Adopt a Shelter Dog Month	October
3. Pet Safety Month	November
4. Holiday Hazards	December
5. Pet Awareness Month	January
6. Pet Overpopulation	February
7. Read Across America	March
8. Tag Day	April
9. Be Kind to Animals	May

Humane Society of Broward County

PEACE Club Curriculum – Pet Awareness Month

Month: January

PET AWARENESS MONTH

Audience	Children between the ages of 5-11 years old (kindergarten through fifth grade).
Introduction	<p>The PEACE Club activities are geared towards humane treatment of animals which helps to foster positive character traits in all facets of a child's life.</p> <p>Classroom teachers will have their class join the PEACE Club. The class and/or school will receive a class certificate of membership and each child will receive a membership card.</p>
Objectives	Children will learn how the importance of why pets and people need the same things to live happy healthy lives.
Tools Needed	<ul style="list-style-type: none">• Pets and People Need the Same Thing brochure• 2 Pet Therapy Animals• Pet Suitcase
Pets and People Assemblies (K-5)	Children will learn the importance of why pets and people need the same things such as food, water, shelter and love to live happy lives. A representative from the Humane Society of Broward County will conduct the lesson. Two Pet Therapy animals will be brought to interact with the children during this lesson.
Humane Treatment Class Poster Activity (K-5)	Each class will create a collage poster depicting humane treatment scenarios based on the Pets and People Need the Same Thing booklet.

Humane Society of Broward County

PEACE Club Curriculum – Tag Day

Month: April

TAG DAY

Audience	Children between the ages of 5-11 years old (kindergarten through fifth grade).
Introduction	<p>The PEACE Club activities are geared towards humane treatment of animals, which helps to foster positive character traits in all facets of a child's life.</p> <p>Classroom teachers will have their class join the PEACE Club. The class and/or school will receive a class certificate of membership and each child will receive a membership card.</p>
Objectives	Children will learn the importance of licensing their companion animals.
Tools Needed	<ul style="list-style-type: none">• Tag Day brochure• Paws to Recycle Information
Kindergarten – Fifth Grade	Children will create decorations for the Humane Society of Broward County's shelter.
Paws to Recycle Activity (K-5)	To celebrate Earth Day children will participate in our Paws to Recycle Campaign. Children will recycle as many items as possible and donate the funds received to the Humane Society of Broward County.
Morning Announcements (as determined by participating school)	A representative from the Humane Society of Broward County will conduct bi-monthly morning announcements to all grade levels. This month will include information on Tag Day and properly licensing your companion animal. A Pet Therapy Dog will be present during this announcement.

Humane Society of Broward County

PEACE Club Curriculum – Holiday Hazards

Month: December

HOLIDAY HAZARDS

Audience	Children between the ages of 5-11 years old (kindergarten through fifth grade).
Introduction	<p>The PEACE Club activities are geared towards humane treatment of animals, which helps to foster positive character traits in all facets of a child's life.</p> <p>Classroom teachers will have their class join the PEACE Club. The class and/or school will receive a class certificate of membership and each child will receive a membership card.</p>
Objectives	Children will learn how to keep their animals safe during the holiday season.
Tools Needed	<ul style="list-style-type: none">• Holiday Hazards brochure
Kindergarten – Fifth Grade	Children will create decorations for the Humane Society of Broward County. Decorations will be hung around the shelter to brighten up the holidays for the shelter animals.
Morning Announcements (as determined by participating school)	<p>A representative from the Humane Society of Broward County will conduct bi-monthly morning announcements to all grade levels. This month will include information on Holiday Hazards.</p> <p>Information will include how to keep your animals safe during the holiday. A Pet Therapy Dog will be present during this announcement.</p>

IDEA NUMBER 25

HAPPY HABITATS

Athens Area Humane Society

399 Beaverdam Road

Athens, GA 30605

Contact: Rachel Iris Michaud

706-353-2287

Rachel@athenshumanesociety.com

www.athenshumanesociety.com



The stainless steel cage environment is not only dreary to look at, it can be dreary to live in! With the “Happy Habitat” sponsorship program, your shelter can enlist the help of your supporters to purchase “accommodations” to make each cat or small animal’s habitat more comfortable during their stay.

A group or individual sponsors each Happy Habitat. They donate a specified amount to purchase the Habitat components, and their names are engraved on a plaque that is in the adoption room.

The Happy Habitats for cats have a laminated resting shelf that allows the cats to curl up away from the litterbox and lay on the perch, and also quiets down the echo of a stainless steel cage. Stainless steel litterpans and bowls are easy to disinfect and help limit the spread of disease. Add brightly colored soft towels and toss in a few well-chosen toys.

Visitors and prospective adopters also prefer the cheerier, more comfortable-looking cages and know that your shelter cares about the comfort of the animals.

Additional Advice

- Assess “habitat” needs, components and costs. Habitats for cats may include: a resting shelf, two hanging stainless steel bowls, stainless steel litterpan, stainless steel cage card holder.
- Habitats for other animals are also possible.
- Don’t forget to factor in the cost of your acknowledgement plaque, letters and photos.
- Determine sponsorship amount and number of sponsorships needed.
- Promote the program (website, newsletter) and solicit sponsorships. Each sponsor should receive an acknowledgement and have their name engraved on a plaque.
- Continue to promote the program until your goal has been met.
- Announce completion of the program in your newsletter and website, thanking your sponsors again.

Cost

Costs will vary based on the components of each habitat. The program can be structured so that it completely funds itself, and can even raise additional funds. For the Happy Habitats described here, approximately \$35 was spent on the resting shelf, \$15 for a stainless steel litterpan that fits under the shelf (both from ACES catalog), and \$10 on two hanging stainless steel bowls. Don’t forget to include shipping costs. Approximately \$110 was spent on the sponsor plaques of acknowledgement.

JLB/V

IDEA NUMBER 26

THE 15-MINUTE BRIEFING

Animal Rescue League of Iowa, Inc.

5452 NE 22nd Street

Des Moines, Iowa 50313

Contact: Tom L. Colvin, Executive Director
515-262-9503
arl@arl-iowa.org
www.arl-iowa.org



In an effort to facilitate greater communication and a team-oriented atmosphere, the Animal Rescue League of Iowa conducts a daily 15-minute briefing every morning prior to opening to the public. The purpose is to allow each employee a brief moment to share something that the rest would benefit from hearing.

Steps Involved

- The meeting is held at the beginning of the second shift, 9am; of course, you can decide what time is best for your shelter.
- One person is designated to keep very brief notes. Some pieces of information are reviewed daily.
- The session begins with each supervisor talking about their respective area; Health staff will discuss current viral alerts or reminders for handling or reporting sick animals, etc. The adoption and intake supervisor describes any changes to procedures and reviews who is scheduled to work that day. Kennel supervisors report on equipment difficulties and their status as well as special needs animals.
- The group is formed in a circle. Each person has an opportunity to speak. Speaking is only mandatory for supervisors. Comments from around the circle cover such things as a special pet adoption; an update on a current neglect case; animal stories in the news; handling or training tips; changes in procedures; upcoming events and fundraisers.
- If there are complaints that come up, management attempts to quickly address them. If it requires more time, the complaints are tabled until a productive response can be given in a future briefing. The emphasis is always on communication that affects staff and the organization.
- It is absolutely critical to commit to this daily time and adhere to a schedule. Keep the briefings upbeat and productive.
- Certain items, such as a change in procedure or policy, should be repeated over a few days to give those not working on certain days a chance to learn about those changes.
- The Executive Director conducts the majority of the briefings; however, meetings should not be dependent upon one person in order to happen. Others should be assigned to lead in the absence of the main leader.

Positive Aspects

The public frequently comes to the door early and is allowed in if they have a pet. If the briefing has started and the animal is not in need of immediate attention, the person is asked to please wait until the briefing is finished. The response of those individuals has been positive. Most had no idea what a day at an animal shelter was truly like and a new appreciation or sense of awareness was created.

JLM/NV

IDEA NUMBER 27

CAT EVALUATION FORM

The Anti-Cruelty Society
157 West Grand
Chicago, IL 60610

Contact: Karen Okura
312-644-8338 x343
kokura@anticruelty.org
www.anticruelty.org

The Chicago Anti-Cruelty Society has created a *Cat Evaluation Form* which is used to more successfully place cats and kittens in homes by determining best adoption placement. The form helps to identify cats/kittens with behavioral issues such as playbiting or shyness. Staff/volunteers with strong cat behavior background developed the system and recommend it highly to other shelters to help increase their permanent placement ratios.

Cost

- Toys, treats, paperwork (supplies); in-house promotion only; no services
- Two staff/volunteers members to perform test; about 15 minutes per cat; strong cat behavior and observational background.

Advice:

- It's important that the behavior staff is trusted and respected and to have the full support of staff, volunteers and the Board of Directors. Things can get sticky when evaluations are not "popular" with others.
- Always, always, always follow your gut.
- If you're not sure, test again tomorrow.
- Be impartial and realistic.



The Anti-Cruelty Society ~ 157 W. Grand Ave. ~ Chicago, IL 60610

Feline Temperament Screening Report

Tab band # _____ Date _____ Tested by _____

Cat's Name _____ Breed _____ Altered? _____ Male/Female

Section I - Cage Behavior

Cleanliness

- | | | |
|---|--|---|
| <input type="checkbox"/> Never a mess | <input type="checkbox"/> Paper disheveled | <input type="checkbox"/> Paper shredded |
| <input type="checkbox"/> Litter scattered | <input type="checkbox"/> Cat rolls in litter | |

Noise Level

- | | | |
|--|--------------------------------------|--|
| <input type="checkbox"/> Quiet | <input type="checkbox"/> Faint meows | <input type="checkbox"/> Meows for attention |
| <input type="checkbox"/> Plaintive meows | <input type="checkbox"/> Moans/Yowls | <input type="checkbox"/> Meows constantly |

Confidence with Strangers

- | | | |
|---|---|--|
| <input type="checkbox"/> At front of cage/rubbing on bars/reaching through bars | <input type="checkbox"/> Comes front with encouragement | |
| <input type="checkbox"/> Won't approach | <input type="checkbox"/> Hides | <input type="checkbox"/> Charges/Hisses/Growls |

Section II - Response to Handling

Reaching in Cage

- | | | | |
|---|--|--|--|
| <input type="checkbox"/> Solicits petting | <input type="checkbox"/> Seems indifferent | <input type="checkbox"/> Avoids handling | |
| <input type="checkbox"/> "Play" swats | <input type="checkbox"/> Swats defensively | <input type="checkbox"/> Hisses/growls | <input type="checkbox"/> Tries to escape |

Petting

- | | | |
|-------------------------------------|---|--|
| <input type="checkbox"/> Purrs | <input type="checkbox"/> Leans in to hand | <input type="checkbox"/> Neutral/no response |
| <input type="checkbox"/> Moves away | <input type="checkbox"/> Becomes aroused | <input type="checkbox"/> Bites |

Carrying

- | | | |
|--|---|---|
| <input type="checkbox"/> Easy to pick up | <input type="checkbox"/> Comfortable when carried | <input type="checkbox"/> Becomes aroused |
| <input type="checkbox"/> Tolerates briefly | <input type="checkbox"/> Squirmy/handleable | <input type="checkbox"/> Struggles fiercely |
| <input type="checkbox"/> Fearful | <input type="checkbox"/> Tries to bite | <input type="checkbox"/> Unable to pick up |

Returning to Cage

- | | | |
|--|--|--|
| <input type="checkbox"/> Wants to be held more | <input type="checkbox"/> Seeks attention | <input type="checkbox"/> Neutral/no response |
| <input type="checkbox"/> Moves to back of cage | <input type="checkbox"/> Struggles | <input type="checkbox"/> Hides |

Section III - Arousal/Recovery

Arousal

- | | | |
|---|---|---|
| <input type="checkbox"/> Unable to arouse | <input type="checkbox"/> Mildly aroused | <input type="checkbox"/> Moderately aroused |
| <input type="checkbox"/> Quite aroused | <input type="checkbox"/> Easily aroused | |

Recovery

- | | | |
|--|--|---------------------------------------|
| <input type="checkbox"/> Calms | <input type="checkbox"/> A little slow to calm | <input type="checkbox"/> Slow to calm |
| <input type="checkbox"/> Very slow to calm | <input type="checkbox"/> Does not calm | |

Section IV - Prey Behavior

Toy Preference

☐ Ball ☐ Mouse ☐ Cat Charmer ☐ Feathers ☐ Catnip toy ☐ None

Interest Level

☐ No interest ☐ Plays with briefly ☐ Plays with for extended period

Intensity

☐ Plays gently ☐ Wiggles butt ☐ Flurry of play, then loses interest
☐ Stalks ☐ Bites/Kicks

Section V - Reaction to Cats

Behavior in Cage

☐ Seems unaware of neighboring cats ☐ Aware of cats/no response
☐ Reaches through bars to touch ☐ Retreats if other cat tries to touch
☐ Hisses/Growls

Behavior when Carried

☐ Ignores ☐ Looks at/neutral ☐ Watches intently
☐ Becomes aroused ☐ Solicits attention ☐ Avoids/tries to get away
☐ Hisses/Growls

Section VI - General Observations

Personality (Circle the trait / tendencies that indicate your observations at this time)

Confident/Timid Outgoing/Aloof Independent/Dependent Gentle/Brutal Play bites

Activity Level (Circle the trait / tendencies that indicate your observations at this time)

Quiet/calm Moderately calm Moderately active Active/busy Constant energy

Acclimation (Circle the trait / tendencies that indicate your observations at this time)

During the first few days in its new home, the cat may:

Explore Hide Not eat Not drink Not eliminate Be overly vocal Be needy
Play Be destructive

Section VII - Placement Determination

☐ Adults only _____ ☐ Children _____ ONLY over _____ yrs.

Cats: (Indicate on this scale your advice for the best situation for this cat.)

☐ Yes ☐ Female only ☐ Male only ☐ Experienced cats only ☐ No

The above information is provided to help better place adoptable ACS cats. The observations on this report are recorded after one temperament screening and are no guarantee of the cat's future behavior or suitability for the adopter.

The Feline Temperament Screening Program is partially based on information provided by Rondout Valley Kennels, Upper Valley Humane Society, and Larimer Humane Society. This form is the property of The Anti-Cruelty Society for in-house use only, and may not be reproduced.

03 MEK

IDEA NUMBER 28

ADOPT-A-CAGE

Quad City Animal Welfare Center

724 West Second Avenue

Milan, IL 61264

Contact: Patti Lahn, Community Services Director
309-787-6830
patti@qcawc.org
www.qcawc.org

Here is an inexpensive, easy way to get the community involved in your organization.

An individual, organization or business sponsors a cage. Sponsorships can last for one year for \$100, six months for \$50 or one month for \$10. Sponsors choose whether they sponsor a cat or a dog, and also get to display a personal message on their cage sign.

Flyers and forms can be displayed in your shelter, printed in your organization's newsletter, posted on your website and advertised at all events. The only follow-up that is necessary is to send a reminder to sponsors when their sponsorship time is about to expire.

It's a great way for schools, girl and boy scouts and local businesses to get involved helping animals in their community.

Additional Advice

- Promote Adopt-A-Cage during holidays as a great gift for Valentine's Day, Christmas, and Mother's Day.
- Costs can be kept to a minimum depending on whether you use colored paper and colored ink or keep it black and white.
- Use self-adhesive laminating sheets to protect the signs.
- Hang the signs by using metal shower curtain hooks.





Adopt-A-Cage Program

Sponsor a Homeless Animal
By
Adopting A Cage



1 Year	\$100
6 Months	\$50
1 Month	\$10

Makes a Great Gift!

IDEA NUMBER 29

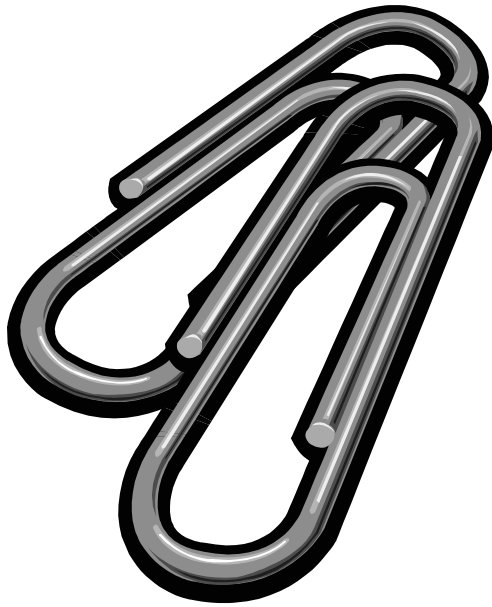
COLOR-CODED CAGE CLIPS

Greater Chicago Ferret Association

P.O. Box 7093

Westmont, IL 60154-7093

Contact: Mary Jane Frank, Director
630-986-2143
ziggy@zootsplace.com
www.gcfa.com



A great way to alert staff immediately to the status of each animal is to use color-coded cage clips. The large, plastic paper clips are attached to the animal ID tags on the cages. Green means the animal is ready for adoption; blue means the animal hasn't been seen by a veterinarian; yellow means the animal is sick (non-quarantine); red means the animal is a known biter and caution is to be exercised when handling.

The clips are easily attached and work well because they can be changed when necessary. It also is small enough that it does not interfere with the information on the ID tag.

Costs are minimal and the clips can be purchased at any office supply store.

IDEA NUMBER 30

PENNIES FOR PUPPIES

Marion Grant County Humane Society

2768 W. Avon Avenue

Marion, IN 46953

Contact: Patricia Williamson, Member Board of Directors
765-662-3204
Patricia847@webtv.net
www.marionhumane.com



Pennies for Puppies is a month-long promotion sponsored by the local radio station (WBAT/WCJC) every Friday from 8 am to 6 pm. Each hour the radio stations do a live broadcast from different business locations that have purchased the live remotes to promote their business and its support of the MGCHS.

Pennies for Puppies is an on-air solicitation requesting donations of coins, dollars, or even checks. Radio personalities, Humane Society employees and volunteers (some in animal costumes) are present with hand-painted collection jugs to accept donations. Extra large donation jugs (provided by a local business) remain at the business with a campaign sign for future donations.

MGCHS relocates to each remote location every hour—standing in front of or inside the businesses, more likely in the middle of the street at intersections collecting from passing motorists. Banks, car dealerships, fast food establishments, restaurants, service stations, small businesses, carpet stores, pet stores, appliance stores, realtor and insurance business, taverns, and golf courses have all purchased supporting advertisement from the radio station.

Cost

- No cost to MGCHS – only the hard work and dedication of staff and volunteers.
- Local business sponsors absorb advertising costs.
- Animal costumes and bright orange safety vests are donated.
- Donation canisters are plastic detergent containers with the tops cut out and hand-painted (by a volunteer) with dog and cat faces.

Funds Raised

For the last two years, the Marion Grant County Humane Society has raised around \$12,000 and ALL funds are used to operate their spay/neuter voucher program.

Advice

Check with each business to see if you can bring a dog or cat for adoption – most on-site animals were adopted.

Be prepared for varying weather. MGCHS commits to every Friday in October – and has encountered rain, snow and cold along with some beautiful autumn days.

JLM/V

IDEA NUMBER 31

*6 DRAWS FOR PAWS *7*

Animal Haven

9800 W. 67th Street

Merriam, KS 66203

Contact: Jen Johnson, Executive Director
913-432-7548 ext. 12
jengravey@aol.com
www.animalhavenkc.org

This event, hosted at a local bar and grill on behalf of Animal Haven, benefits the shelter by selling draws of beer, event T-shirts, and a raffle of unique items donated by the beer distributor and local businesses.

Steps Involved

- Contact a local bar and grill to host the evening event.
- Work with a beer distributor (the bar can recommend one) to donate two kegs of beer (alcohol cannot be directly donated, so ask that the cost of the beverage is covered). The distributor, always eager to promote their product, may donate cups, banners, and other premiums to the raffle.
- Obtain support from a local business to underwrite the cost of the T-shirts.
- Volunteers are needed to solicit raffle items from local businesses. Concentrate on the area in which the event is to take place to provide a greater incentive to donate.
- Ask a local radio personality or other draw to donate their time and assistance in publicizing the event. Distribute flyers, email announcements, and send out press releases.
- Try to arrange for a local band to donate their musical talent to the evening. It will provide more entertainment and act as more of an incentive for radio coverage.



Results

The T-shirts are usually sold for \$10 each. Raffle tickets are sold for \$1 each or six for \$5. Approximately \$2,000 was raised from the event. With volunteer support, this event is not labor intensive and the costs are minimal.

Concerns

Decide whether or not your constituency will be attracted to this type of event, and whether it is in everyone's best interest to mix drinking and fundraising.

IDEA NUMBER 32

WANTED!! ADULT CATS!

Kansas Humane Society

4218 Southeast Boulevard

Wichita, KS 67210

Contact: Ellie Shore
316-524-1590
elsie.shore@wichita.edu
www.kshumane.org

Increasing adult cat adoptions without compromising the adoption of kittens is a fine balance. Many times adopters will overlook adult cats simply because they have an image in mind and haven't considered the advantages to adopting an adult animal.

To encourage potential adopters to consider adult cats, the Kansas Humane Society set up displays in empty kitten cages. The 8 ½" x 11" displays featured cute pictures of kittens with humorous messages about kittens becoming cats. It also directed visitors to the adult cat area. The posters were laminated, so that they are easily cleaned and more durable, and were placed on clear plastic frames. A blanket, food bowl, and a few toys were added to give the appearance of a live animal in the cage.

This simple and inexpensive idea generated an increase of adult cat adoptions from 78.4% to 85.1% with no impact on the rate of kitten adoptions during a six-week period.

Additional Advice

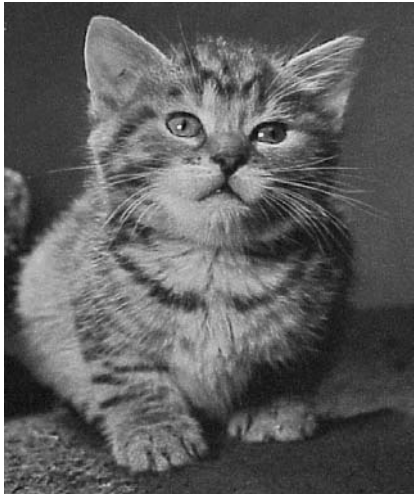
Putting the poster inside the cage rather than hanging it on the cage makes visitors more inquisitive and more apt to peer inside and read your message.

When originally introduced, staff was excited about the idea. The next time it was implemented, newer staff didn't seem to recognize the value of the program and the photos weren't always maintained the way they should have been. Having a brief presentation about the project, highlighting the fact that it is an inexpensive, easy way to help more adults find homes may help. Volunteers can also be recruited to help keep the project current.

Cost

Four different posters were created and the lamination and photo frame costs are minimal.

So where are the kittens?



**They grew up and moved
to Jess & Ben's Place.
Come see our former kittens!**

**Cute today . . .
gorgeous tomorrow.**



**Come see our gorgeous
FORMER kittens in Jess & Ben's**

I'm the only kitten in this cage . . .



**. . . but there are lots of
FORMER kittens
in Jess & Ben's !**

Like my baby picture?



**There's a former kitten in Jess &
Ben's
who looked just like me!**

IDEA NUMBER 33

6 ANGEL WINGS

A Helping Paw Humane Society

17 Arrowhead Drive

Buzzards Bay, MA 02532

Contact: Chrissy Tomkiewicz

508-743-8406

pets101z@aol.com

www.petlovers101.com



Taking the idea of a Seniors for Seniors program a step further, the Angel Wings program offers financial assistance for veterinary care, offers each adopter a photo magnet with the picture of the pet they've adopted and instructions on what to do and how to contact the shelter in the event something happens to the pet's guardian. The program also provides temporary boarding at the shelter while the guardian is in the hospital, or a return of the pet should the guardian pass away.

This program ensures the pet is cared for, and it alleviates additional stress and worry by family and friends. Pets can be placed without fear that they will be destroyed should their owners no longer be able to care for them. Angel Wings provides companionship for a sector of the population that can truly benefit.

Additional Advice

- With elderly/disabled person adoptions, include a brochure on preparing for your pet should the adopter become incapacitated.
- Many elderly or disabled individuals do not have transportation so arrange for volunteers to pick up cats for vet visits or return to the shelter.
- Have a foster care program in place in the event an animal needs to be returned and there is no cage space.

Cost

Costs are minimal compared to the benefits of protecting the animals and providing peace of mind. Photo paper costs \$1 per sheet and magnetic backgrounds cost approximately 50¢ each. The text is printed on a business card and simply taped to the photo.

IDEA NUMBER 34

CAGE COMFORTERS

The Purr-fect Cat Shelter, Inc.

P.O. Box 548

Medway, MA 02053

Contact: Sandra J. Armstrong, President
508-533-5855
www.purrfectcatshelter.org

A proactive volunteer at the Purr-fect Cat Shelter felt strongly that every cat in their facility should have their very own comforter. Since April 2002, over 100 comforters have been contributed.

Each comforter is 18" x 24" and filled with four layers of batting. Most of them are constructed from scrap fabrics sewn in a patchwork design. The purpose of the comforters is not only to make the cats comfortable during their stay, but also to send them home with their very own comforter to help them adjust and give them a sense of security. An added benefit has been that the shelter has realized an increase in adoptions since instituting this program because the cats "appear more adoptable."

This is a great volunteer project that can be done anytime, anywhere. All that is needed are minimal sewing skills and a little spare time.



Cage Comforter Directions

Materials:

81 x 96 (full size) batting (\$6/roll)

Cotton material*, prewashed (yard sales, donations)

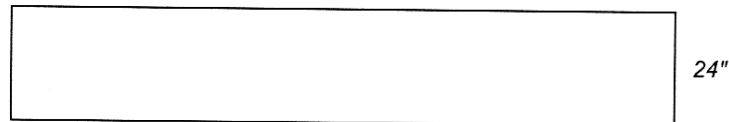
Thread

Scissors or rotary cutter and board

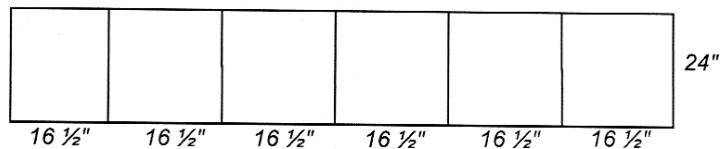
Finished size 18" x 24"

Batting:

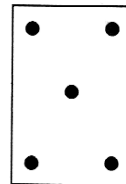
- ❖ Roll out batting and fold lengthwise four times.



- ❖ Cut batting lengthwise into five pieces each measuring approximately 16 1/2".



- ❖ Tack down batting pieces in each corner and the middle so batting does not shift during laundering.



* Any material can be used but avoid looped material, such as terry cloth, which may become snagged in the animal's claws.

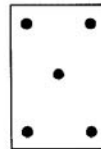
Comforter directions

Cover:

- ❖ Cut out two pieces of material 19" x 25".
- ❖ With right sides together, stitch down three sides allowing for a ½" seam on all sides.
- ❖ Turn raw edge under 5/8" and press.
- ❖ Turn cover right side out and press flat.
- ❖ Place batting inside cover and trim any excess batting that may extend beyond cover length.
- ❖ Stitch twice across open edge.



- ❖ Tack down through all thicknesses in each corner and the middle.



Comforter directions

IDEA NUMBER 35

DOGGIE BAGS

Humane Society of Knox County

P.O. Box 1294

Rockland, ME 04841

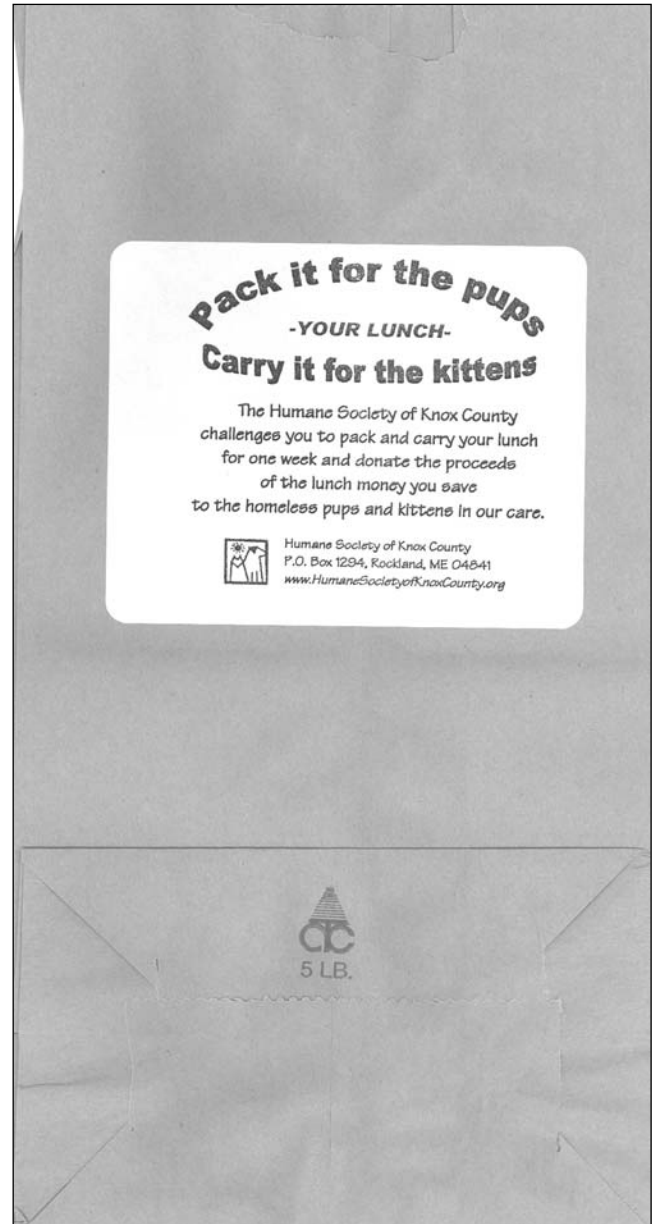
Contact: Martha Kalina, Executive Director
207-594-4897
sheltermanager@humanesocietyofknoxcounty.org
www.humanesocietyofknoxcounty.org

“Pack it for the pups – carry it for the kittens: your lunch” is the brown bag fundraising theme used at the Humane Society of Knox County. The shelter challenges members and donors to brown bag their lunch for a week and donate the money saved to help care for the animals at the shelter.

Members are supplied with a plain brown bag with a sticker on the front that names the fundraiser, reminds them of the challenge, and lists the shelter’s name, address, and website. An added bonus is that the shelter enlists the services of a number of local restaurants to contribute a free lunch for two. The names of all who contribute through the brown bag fundraiser are entered into a drawing for a free lunch at one of the restaurants listed.

Cost

The bags cost approximately \$200 for 2,500. The bags are then inserted into the shelter newsletter and distributed at their satellite cat sites.



IDEA NUMBER 36

PROMOTE YOUR SHELTER!

Humane Society for Companion Animals

1115 Beulah Lane

St. Paul, MI 55108

Contact: Barbara Jennrich, Director of Operations
651-646-6821
bjennr@hsca.net
www.hsca.net

Promoting your shelter is key to attracting new members, additional adopters and dedicated volunteers. A team was put together at the Humane Society for Companion Animals to approach five local businesses, asking them to prominently display shelter promotional information and a featured animal. Each month a new poster was displayed and other local businesses jumped on board. Many adopters during that period commented that the poster had prompted them to visit the shelter.



How It Works

- Find a minimum of five businesses willing to display your information.
- Send thank you notes to the businesses after they agree to participate and before the first posters arrive
- Design a basic format for the poster for continuity, then add a different pet care tip, animal photo and/or other shelter information such as volunteering and adoption hours.
- Coordinate the monthly change and delivery of posters.

Additional Advice

Time is required to develop the information for the upcoming posters, output and delivery. You'll need a digital camera, desktop publishing software and photo software to create the posters.

Design the poster so that a brochure holder can be attached, helping you to track the success of the display. Ask visitors how they heard about your shelter or program so that you can track how many responses are coming in as a result of the posters.

Cost

The posters were created in-house. Printing and lamination for a year cost \$242.88. The biggest cost is in staff time and effort.

IDEA NUMBER 37

FOSTER BUDDY PROGRAM

Humane Society of Wright County

4375 Highway 55 S.E.

Buffalo, MN 55313

Contact: Dorothy Chaney, Executive Director
763-682-7061
Dorothychaney@attbi.com
www.hswcmn.org

Fostering animals can be a physical and emotional challenge – even the most experienced foster family can encounter situations out of their realm of experience. Having an emotional connection to an animal can also make it difficult to subjectively evaluate an animal's medical needs or condition.



To provide a support system for foster family, each is given the option of being assigned a buddy. The buddy is accessible to answer any questions and offer emotional support on a 24-hour basis. Typically buddies are experienced individuals that wish to participate in the foster program but may not be able to bring foster animals into their homes.

Advice

Buddies should be selected carefully. Each should be familiar with your organization's goals and philosophy, and have experience with animal care and behavior. Assign buddies to homes based on their knowledge and skill level.

Cost

Costs involved are minimal and include approximately 50 hours per year (an average of one hour per week) for the Foster Care/Volunteer Coordinator, promotional flyers to increase your pool of volunteers (\$300), and any other items associated with your foster program.

IDEA NUMBER 38

PET BIOGRAPHY

Homeless Animals Relief Project

P.O. Box 371

Senatobia, MS 38668

Contact: Linda Chitwood, Director
662-292-0922
homelessanimals@aol.com

How many times have you gone over the background of an animal only to have the adopter not recall the conversation during all the excitement of the adoption process? The Homeless Animals Relief Project has developed a clear, efficient way of documenting each animal's medical and personal history.

Each adopter is given a medical record that includes the animal's background history, medical care, and a recent photo. The photo assists the adopter in the event they are separated from the pet before another photo is taken. It also assists the shelter in identifying the animal prior to adoption and keeps a clear listing of medical progress. And, it's a great gift that adopters appreciate having as a keepsake.

Here's How

- Simply design the format using familiar software or ask a volunteer to do it.
- Use a digital camera to take photos.
- Use heavy presentation paper rather than regular copy paper (approximately 32-35 lb. weight).
- Run two copies, one that can be given to the adopter and one for the shelter's records.

Cost

A digital camera will cost approximately \$200, while the heavy-duty paper will cost approximately 10¢ per sheet.



CAT MEDICAL RECORD

NAME _____

DESCRIPTION: Grey tabby/white, domestic long hair, female. White tip on tail, white tuft of hair center back.

BIRTHDATE: Early April, 2003.

ORIGIN: Abandoned with mother on rural farm property in Tate County, MS. Mother and surviving littermates (two found dead) all near starvation when found.



VACCINATIONS

Rabies	5/27/03									
Rhinotracheitis	5/27/03									
Calici	5/27/03									
Panleukopenia	5/27/03									
Chlamydia	5/27/03									
Leukemia	5/27/03									

MEDICAL HISTORY:

5/8/03: Weak and thin (14 oz.) when found; massive tick infestation. Ticks removed, antibiotic ointment applied to tick bite wounds, and Frontline applied. Mother's milk supplemented with KMR formula for 1 week; rapidly regained vigor. Ear mites treated.

5/27/03: Negative for leukemia/FIV. Spayed and vaccinated at Animal Shelter. Uneventful recovery.

5/30/03:Received blessing for animals by Episcopal priest at Holy Innocents Episcopal Church the evening before adoption.

HOMELESS ANIMALS RELIEF PROJECT • SENATOBIA MS • 662-292-0922
ALWAYS SPAY/NEUTER. IT STOPS THE SUFFERING.

IDEA NUMBER 39

THE SOUND OF MUSIC: GETTING TO KNOW YOU!

Humane Society of Gallatin Valley

P.O. Box 11390

2125 N. Rouse

Bozeman, MT 59719

Contact: LeeAnn Beckman, Executive Director
406-582-1847
hsofgv@imt.net, hsgvpets@imt.net
www.montanapets.org/bozeman/index.html

Many adopters come to shelters looking for a playmate for their pet. The Humane Society of Gallatin Valley created “get-to-know-ya zones” to facilitate these introductions. These zones are used for supervised dog-to-dog introductions with the help of trained kennel staff. The zone is also used when potential new adopters want additional time with an animal to sit with a dog off-leash, safely away from other dogs. This allows the adopter and the pet to focus on one another without distraction.

How it Works

The entire area, 20' x 30', was put together during a volunteer day at the shelter. Sand was delivered; volunteers raked it into shape and erected the easily maneuverable Priefert Kennel panels within hours. The sand, banner, supplies and labor were donated; the kennel panels were purchased at a local Big R Ranch & Home store.

The outcome of the construction of this zone, surrounded by six-foot kennel panels, is an increase in finalized adoptions and a decrease in returns. The zone is built on sand, is completely mobile, and is relatively simple to relocate should the need arise. The only drawback is that the area needs to be cleaned daily but the effort is worth the increase in adoptions.

Cost

10' x 6' panels cost \$97.00 each with discount from Big R Ranch & Home store; 10' x 6' panel with doors cost \$135.00 each with discount. (Prices for the 6' x 6' panels are unavailable as they were originally purchased as Adopt-a-thon pens.)



JLM/V

IDEA NUMBER 40

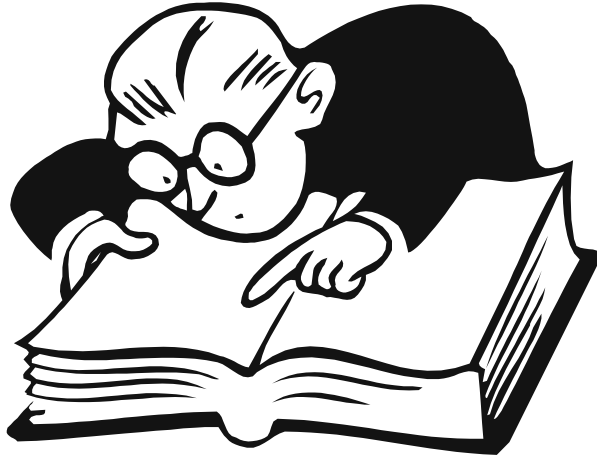
LOST, BUT HOPEFULLY FOUND!

Capital Humane Society

2320 Park Boulevard

Lincoln, NE 68502

Contact: Teri Richardson, Director of Staff Training and Animal Programs
402-441-4484
<http://chs.inebraska.com>



The Capital Humane Society has developed a simple and cost effective system (40-50% of lost dogs and 6-8% of lost cats) for reuniting lost pets with their owners.

A color-coded three-ring binder is kept for cat lost and found reports, dog lost and found reports, lost cats (brought to the shelter) and lost dogs (brought to the shelter). Lost and found reports are taken over the phone and in person at the shelter. Office staff reviews these reports *daily* looking for possible matches. Owners reporting a lost animal are encouraged to provide a photograph to attach to the report for easy identification.

Lost reports are kept active as long as the owner stays in contact with the shelter. Each time the individual calls or visits, it is noted on their report. If after 10 days the individual has not been back in touch, the report is pulled from the active binder, dated and filed. Lost and found reports are kept on file for three months. This keeps the active file current and from becoming cumbersome. The system has eliminated complaints by the public because the dates of all interactions are recorded.

IDEA NUMBER 41

*6 GOOD MANNERS*7

Upper Valley Humane Society

300 Old Route 10

Enfield, NH 03748

Contact: Dee Ganley
603-448-1878
dee@uvhs.org
www.uvhs.org



This is a simple idea for helping staff and volunteers handle dogs in the kennel and teach each dog basic good manners that would serve them well in a new home (and might help them get adopted!).

“The kennelled dog exhibits wild behavior upon entering or leaving the kennel because they need company. Our instinct is to respond to this need. It flatters us and triggers our sympathy. However, offering no response or actually withholding our entry is the kindest action you can take. Nobody has taught most shelter dogs how to greet people so they greet us like they would other dogs - they touch, sniff, jump up, lick, try to wrestle and play. To be successful when adopted they have to learn self-control. We can give them a real start by how we handle our entry and exit from the kennels or outside pens.”

-Dee Ganley & Nancy Lyon, Upper Valley Humane Society

By using positive reinforcement with a simple click and treat procedure, staff and volunteers teach dogs to sit and remain calm whenever entering or exiting the kennel. Specific instructions are in the form that follows.

Advice

Be sure all staff understand what to expect from the dogs, and that those staff do not undermine what others have tried to teach!

Entering and Exiting Kennels Calmly

By Dee Ganley & Nancy Lyon

How the Upper Valley Humane Society (UVHS) uses clicking for calmness to help dogs learn to go in and out of the kennels politely and quietly.

Kennel procedure

1. Approach the dog's kennel or outside pen [If you get to the kennel and the dog keeps all four paws on the floor and is not barking go to #2.] Mostly likely the dog will be jumping and/or barking. Just stand there saying nothing, and give him 10 seconds to stop barking and have all four paws on the floor. If he can't control himself, turn your back to the dog and step away. Keep your head turned enough to watch for good behavior. When he is quiet and has four-on-the-floor, click, turn, and toss the kibble into the kennel. Remain facing the kennel door and step toward it. Give him 10 seconds to get control of himself (four-on-the-floor and no barking). If the dog remains calm go to #2; if the dog jumps or barks turn your back and step away. It may take only a few times of doing this, or it may take many repetitions, but the dog will learn to control his behavior. You do not go to the next step until the dog is quiet and standing (or sitting). If the dog you are working with isn't "getting it," try moving to the next kennel and begin clicking that dog. Competition is frequently a good motivator. Work the neighbor dog for a few clicks, and then move back to the first dog again. They do learn by watching what works for another dog.
2. Reach for the door of the kennel; open it using your body to block any exit by the dog. Walk in with your shoulder turned into dog and have food in the hand closest to the dog, letting him smell it and nibble at it. You aren't actually feeding any of the food until you can shut the kennel door behind you. At any point if the dog has lost control, you back out, shut the door and go back to step #1. You are never angry; you are a calm, immovable force. You are putting the dog in charge of getting what he wants if he is calm, because that is all you will reinforce.
3. Once in the kennel, pat and touch the dog quietly; hook the leash to the collar. If the dog jumps or barks stand with your foot on the leash so the dog can't jump on you, and then turn your back. Wait for calmness, turn back around and offer the food reward from your hand if you can, or drop it on the floor if the dog is nippy. Remember to look for even any opportunity to click and then treat the dog for even the smallest moments of calmness, like four on the floor, eye contact, looking at you, moving away from the kennel door, etc. When the dog is calm, put on the Gentle Leader. Be sure to clip the leash to the ring on the Gentle Leader and to the flat collar ring.
4. Now you are ready to exit. The dog should be sitting or standing as you move to the door. If he can't be calm, turn, and walk away from the door with the dog and wait till his self-control returns, then reinforce (click and give a treat), and try again. You should precede the dog through the door. If he won't let you, turn around walking back into the kennel, again wait for calm, then reinforce and try again. Once you lead through the door, proceed outside quickly.

The more clicks followed by treats, the faster the dog will get it. Teach your kennel staff and volunteers to click for the smallest improvements, rather than holding out for a long, calm sit. If you wait for too much and for too long the dog may lose interest.

IDEA NUMBER 42

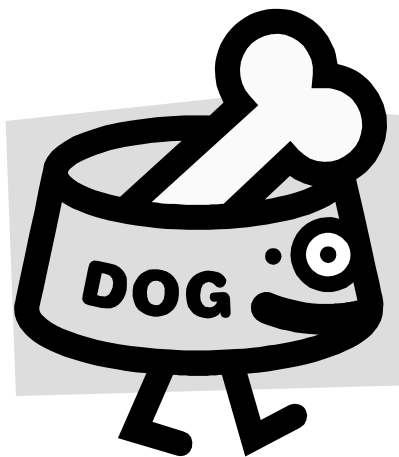
*6 NO FREE LUNCH*7

Upper Valley Humane Society

300 Old Route 10
Enfield, NH 03748

Contact: Dee Ganley
603-448-1878
dee@uvhs.org

Using the basics of positive reinforcement in training, the staff of the Upper Valley Humane Society uses mealtime as an opportunity to train the dogs in their kennels. “No Free Lunch” helps dogs be accountable for their behaviors and instills self-control on their part.



How it works

The “Food Bowl Game” is a simple way to introduce the concept of positive reinforcement to members of the public and their dogs (a written description follows.) In the kennels at the Upper Valley Humane Society, staff uses a version of the “Food Bowl Game” to introduce positive reinforcement training to shelter tenants. When staff approach the kennel, they watch the dog and if the dog sits down, staff open the kennel door and give them the food. If the dog doesn’t sit, staff leave the bowl outside the kennel on the floor and go about their work. Each time staff approach that kennel they give the dog another opportunity to sit – as soon as the dog sits, they are rewarded by getting their food. Until then, the food bowl sits outside the kennel.

Advice

Don’t let staff or volunteers feel sorry for the dog’s predicament! By helping the dog make better choices in life (by reinforcing the right choices) staff are helping them get out of the shelter and into a new home!

There Is No Free Lunch!

or earn while you learn!

by Dee Ganley and Nancy Lyon

There is no free lunch! Your dog needs to earn everything – and we mean everything! Pats, praise, food, & toys are your dog's paycheck for learning to be a good citizen. Don't put your dog on welfare by letting him live on handouts - make him a proud member of the family by earning the food and play he wants and deserves. You aren't being dominant by withholding what your dog wants. Instead you are helping your dog develop a cooperative work ethic by creating the jobs (obedience behaviors) that will earn the attention, food or play he desires. Dogs need to earn what they get - just as we do. Otherwise we turn them into beggars, slaves or outlaws when what all we ever wanted is a friend and partner.

How does this work? You will only notice and reward those behaviors that you initiate. For example, if your dog drops the ball at your feet wanting to play, no play. Play is always initiated and carried out only by you. It must be your idea, not your dog's. If he nudges you for a pat on the head, he doesn't get one. He only gets patted and rubbed when you decide the time is right. All activities – meals, going outside, play, even attention, are initiated by you. In addition, the dog must complete a simple obedience command before you allow him to engage in any of these activities. Request a sit or a down before dinner, going out, playtime or any activity your dog likes. You must go through doorways first. Use your body to block the dog instead of a sit, stay command. The body block is easy and is in the dog's own language. As you open the door and the dog tries to push past you, simply move your body to block him. Continue in this fashion until he looks up at you in expectant attention and understanding. When he hesitates and looks to you for the "cue" to pass, then release him. If the dog is going outside, just open and close the door without letting him out. When he finally looks at you and steps away from the door, reward him with a treat, or by letting him out. Do this consistently so he learns he must wait for you to say okay, and not simply rush through the door.

If you put your dog on the payroll, and are consistent, s/he will learn that all good things and all necessary things come from cooperating with your requests. All you ask of him is cooperation, which is well within his abilities. You will impress upon him that you make the decisions in this house because you control the payroll. The "tougher" the dog the more necessary and effective a "no free lunch program" will be. And best of all you will have created a loving, loyal partner without having to lift a finger, scruff of a neck or raise your voice. Not all dogs require 100% "no free lunch" - but most can benefit from being on the payroll at least part time.

When Dee feeds her three dogs she asks them to wait while she puts their bowls down. Sometimes she walks around the house while they continue to wait until she gives them their release word to eat. This is called the **Food Bowl Game**, which is an easy and wonderful example to both you and your dog that there is "no free lunch".

Try the "Food Bowl Game/Exercise" as an example of how the no free lunch program can be fun and effective. This is a self-control exercise that is easy to teach because your dog is so motivated to get what is in his food bowl. You'll need your dog's food bowl with at least 10 pieces of something really good and smelly to eat. The goal is for your dog to stay sitting while you lower his dish onto the floor and to wait until you release him to eat.

Continued on next page.

1. Start standing up facing your dog with his food bowl in one hand and covering the top of the bowl with your other hand in case he jumps up to get it. No free treats!
2. Ask your dog to sit then start to lower his food bowl. If your dog stands up and or moves toward the bowl stop lowering it - lift it up so the dog can't get it. Have your dog sit again. If he sits, give a treat from the bowl so he knows he can earn a reward for cooperating.
3. Start to lower again, stop and give treat just before your dog moves. Watch your dog he will be obvious about this. You want him to succeed. If he gets up again just stand straight and say "too bad". Ask your dog to sit. If he is still wants what you have, don't give another cookie (we don't want him to think this part is the game). Once again start to lower the dish and make sure you reinforce him for staying in a sit. Just reinforce from the dish with your free hand (take piece from the dish).
4. By the 6th or seventh time your dog should be waiting while you are lowering the food dish and not diving into it. What a wonderful way to link good manners to something your dog wants without any scolding, pushing, pulling or correcting by you. Your dog is learning that he can control what he earns by exercising self-control.

This exercise is so easy to teach and sends a powerful message to your dog.

Once your dog will stay sitting while you take your hand away from the dish on the floor, then you can release the dog with a "get it" or OK or some word you have chosen that will mean your dog is free to eat. You can stretch the time your dog will wait until you are able to walk around the room before releasing him to eat.

An extension of this exercise/game is to have your dog sit/stay letting him see you have his bowl of food, which you then take to another room and hide. Return to your dog and then release him to go find his bowl to eat. The "hide the food bowl" game becomes two training exercises in one session - it teaches self-control, and it also becomes a scent game. Self-control cannot be imposed on any animal. It develops when the individual (dog or human) sees a positive benefit coming to them by waiting rather than acting on impulse.

IDEA NUMBER 43

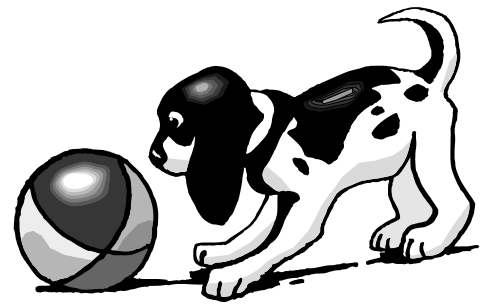
"THE PUPPY'S RULE OF TWELVE"

Upper Valley Humane Society

300 Old Route 10

Enfield, NH 03748

Contact: Dee Ganley
603-448-1878
dee@uvhs.org
www.uvhs.org



Puppies need a great deal of socialization at an early age to help them grow up into well-adjusted companions. The form that follows was developed for puppy adopters to be a fun way of reminding the new puppy owner of the types of activities that they should do with the puppy to assist with socialization.

The Puppy's Rule of Twelve

Make sure all experiences are safe and positive for the puppy. Each encounter should include treats and lots of praise. Slow down and add distance if your puppy is scared!

By the time a puppy is 12 weeks old, it should have:

- **Experienced 12 different surfaces:** wood, carpet, tile, cement, linoleum, grass, wet grass, dirt, mud, puddles, deep pea gravel, grates, uneven surfaces, on a table, on a chair, etc.
- **Played with 12 different objects:** fuzzy toys, big & small balls, hard toys, funny sounding toys, wooden items, paper or cardboard items, milk jugs, metal items, car keys, etc.
- **Experienced 12 different locations:** front yard (daily), other people's homes, school yard, lake, pond, river, boat, basement, elevator, car, moving car, garage, laundry room, kennel, veterinarian hospital (just to say hi & visit, lots of cookies, no vaccinations), grooming salon (just to say hi), etc.
- **Met and played with 12 new people** (outside of family): include children, adults (mostly men), elderly adults, people in wheelchairs, walkers, people with canes, crutches, hats, sunglasses, etc.
- **Exposed to 12 different noises** (ALWAYS keep positive and watch puppy's comfort level – we don't want the puppy scared): garage door opening, doorbell, children playing, babies screaming, big trucks, Harley motorcycles, skateboards, washing machine, shopping carts rolling, power boat, clapping, loud singing, pan dropping, horses neighing, vacuums, lawnmowers, birthday party, etc.
- **Exposed to 12 fast moving objects** (don't allow to chase): skateboards, roller-skates, bicycles, motorcycles, cars, people running, cats running, scooters, vacuums, children running, children playing soccer, squirrels, cats, horses running, cows running, etc.
- **Experienced 12 different challenges:** climb on, in, off and around a box, go through a cardboard tunnel, climb up and down steps, climb over obstacles, play hide & seek, go in and out a doorway with a step up or down, exposed to an electric sliding door, umbrella, balloons, walk on a wobbly table (plank of wood with a small rock underneath), jump over a broom, climb over a log, bathtub (and bath), etc.
- **Handled by owner (& family) 12 times a week:** hold under arm (like a football), hold to chest, hold on floor near owner, hold in-between owner's legs, hold head, look in ears, mouth, in-between toes, hold and take temperature (ask veterinarian), hold like a baby, trim toe nails, hold in lap, etc.
- **Eaten from 12 different shaped containers:** wobbly bowl, metal, cardboard box, paper, coffee cup, china, pie plate, plastic, frying pan, Kong, Treatball, Bustercube, spoon fed, paper bag, etc.
- **Eaten in 12 different locations:** back yard, front yard, crate, kitchen, basement, laundry room, bathroom, friend's house, car, school yard, bathtub, up high (on work bench), under umbrella, etc.
- **Played with 12 different puppies (or safe adult dogs) as much as possible.**
- **Left alone safely, away from family & other animals (5-45 minutes) 12 times a week.**
- **Experienced a leash and collar 12 different times in 12 different locations.**

JLB

IDEA NUMBER 44

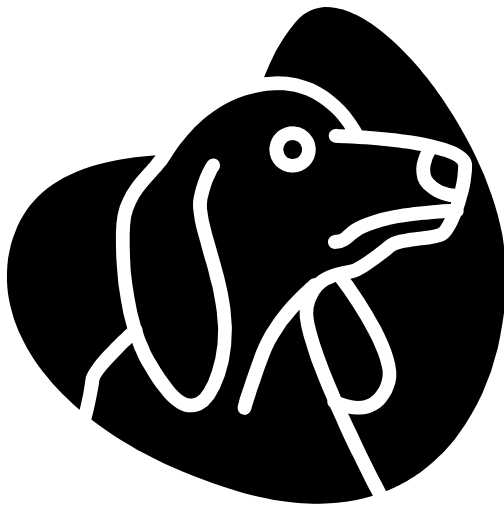
"SIT!" BEHAVIOR MODIFICATION FOR KENNEL VISITORS!

Upper Valley Humane Society

300 Old Route 10

Enfield, NH 03748

Contact: Dee Ganley
603-448-1878
dee@uvhs.org
www.uvhs.org



Unfortunately, in a kennel environment dogs are automatically at the disadvantage. Potential adopters approach the kennel from the front and look down, through the gate, at the dog within. For dogs that are barrier aggressive or shy, this is a very compromising position for the dog to be in. By putting a visual barrier up on the gate you can help alleviate some of the associated aggression or fear. For dogs that are barrier aggressive, consider covering the entire kennel gate. For dogs that are shy, put the barrier on the UPPER portion of the kennel gate so that potential adopters automatically respond by crouching down in front of the kennel in order to be able to look at the dog within. This simple act puts the adopter (or staff or volunteer) at eye level with the dog, which can be much less threatening.

Cost

The only cost involved is the cost of a nylon cover for the kennel gate. These can also be easily made by volunteers with nylon material, eye grommets and snap hooks to attach to the kennel.

IDEA NUMBER 45

6 DOGGIE DELIVERY

Mt. Pleasant Animal Shelter

194 Route 10 West

East Hanover, NJ 07936

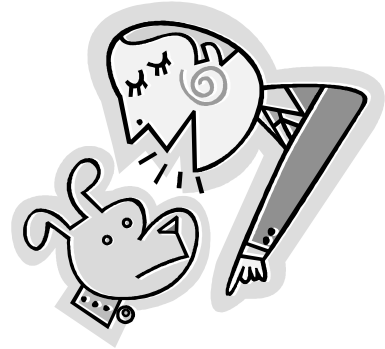
Contact: Tina Bowe

973-386-0590 Ext. 6

dog.training@verizon.net

www.njshelter.org

The Mt. Pleasant Animal Shelter recently received funding to hire a part-time dog trainer to take over a portion of the day-to-day duties of the full-time trainer. The full-time trainer was then able to spearhead a new program – providing delivery of harder to adopt animals right into their new homes.



How It Works

- The full-time (ft) trainer spends part of her time working with the dogs and temperament testing.
- The ft trainer is responsible for setting up training or behavior modification programs.
- The part-time (pt) trainer is responsible for implementing those initiatives and keeping track of the progress.
- Once the dog has been adopted, the adopter has a choice of whether they'd prefer to have the dog delivered or have a free in-house training session once the dog has settled in (this has actually been more successful and has increased additional training sessions at the shelter). Basic obedience commands and household rules are reviewed.
- As part of the adoption package, all adopters also receive a free training session at the shelter. Weekly calls are then made as needed to the new owner to monitor the dog's progress.
- The animals that are included in this program are those that are harder to place. They include energetic dogs, dominant dogs, shy dogs, "plain brown dogs," and dogs that have been at the shelter for an extended period. Being "institutionalized" makes the acclimation process more difficult. This feature is offered to provide a greater incentive to adopt and lessen any concerns for potential adopters.

Additional Advice

- In addition to anticipating an increase in adoption numbers, the shelter plans to conduct follow-up calls with the new owners to determine the success of the program. The program will be adjusted as needed.
- The full-time trainer needs to be very experienced with a variety of dog personality types.

Cost

Funding was provided to implement this program through a grant awarded by PETsMART Charities. Future funds will be generated through additional dog training classes and increased adoptions.

JLM/NV

Mt. Pleasant Canine Adoption Packages

Dogs – Standard Package A \$125

- Veterinary checkup
- DHPP
- Rabies
- Bordatella
- Heartworm test and preventative
- Neuter/spay
- Fecal exam/worming
- Flea and tick preventative
- Dietary and behavioral counseling
- Temperament evaluation
- Advice for the pet's lifetime
- Bath/grooming
- Pre-Adoption basic obedience/manners reinforcement
- Microchip
- Collar/leash
- 1 free 30 minute training session
- *TLC!*

Dogs – Deluxe Package B \$175 *All items in Standard Package plus*

- 2 30 minute training sessions
- 1 15 minute introduction to agility
- 2 free supervised agility visits (30 minute scheduled sessions)

***Actual Package
Value: \$228 --
\$405***

**Puppies receive as much of the
above to the extent their age
permits.*

Puppies (under six months) – Standard Package A \$175

- Veterinary checkup
- DHPP
- Rabies (over 4 mos.)
- Bordatella
- Heartworm preventative
- Neuter/spay
- Dietary and behavioral counseling
- Fecal exam/wormings
- Advice for the pet's lifetime
- Temperament assessment
- Bath/grooming
- Pre-Adoption manners
Reinforcement
- Collar/leash
- Microchip
- 1 free 30 minute training session
- *TLC!*

Puppies (under six months) – Deluxe Package B \$225 *All items in Standard Package plus*

- 2 30 minute training sessions
- 1 15 minute introduction to agility
- 2 free supervised agility visits (30 minute scheduled sessions)

Purebred Puppies (under six months) – Basic Package C \$250

All items in Standard Puppy Package

Purebred Puppies (under six months) – Deluxe Package D \$300

All items in Deluxe Puppy Package

IDEA NUMBER 46

PROJECT SASHA

Mt. Pleasant Animal Shelter

194 Route 10 West

East Hanover, NJ 07936

Contact: Joseph Banaghan, Volunteer Coordinator
973-386-0590 Ext. 7
www.njshelter.org

“Project SASHA” (Safe And Sound Housing for Animals) was named in memory of a dog that had endured years of neglect and abuse, but found peace in her final days at the Mt. Pleasant Animal Shelter. Working in collaboration with social service agencies, the shelter provides free boarding and veterinary care for up to 90 days for animals in households in crisis situations.

How It Works

- Dogs or cats are housed for a period not to exceed 90 days.
- If necessary, the owner can formally surrender the animal to be rehomed, provided the animal has no major health issues and its temperament is conducive to being offered for adoption.
- Dogs/cats are housed in the shelter’s new isolation wing, away from the view of the general public.
- Whenever possible, medical records are obtained in advance (faxed by owner’s vet) or as soon as possible.
- If veterinary care is not current, animals are vaccinated at the shelter to protect them from disease.
- No one other than management is permitted to handle the animals for safety and security reasons.
- Client information is confidential; however, the shelter reserves the right to advertise the program.
- The client may bring the animal directly to the shelter after arrangements have been made through a social service organization; however, the client is permitted one visit so that they may have some comfort in knowing where the animal is and how it is being cared for. Additional stress and separation anxiety occur for the pet when the owner visits and then leaves again. It also increases the likelihood that an abuser (if that is the case) may find the location of the pet and threaten the safety of the animal and staff.
- Appointments must be made through a social service organization to temporarily surrender and/or to reclaim the animal. Requests directly from members of the public are denied. The client must sign a liability waiver and release before the animal can be placed in the care of the shelter. It is additionally recommended that the client complete a screening form.

Continued on next page.

Cost

- Program brochures were printed through a grant by the Petco Foundation.
- Minimal costs were incurred for advertising the availability of the program as most of the social service agencies were contacted by phone or email. A formal letter and brochure were sent to local agencies as an introduction.
- Costs (minimal) have varied with regard to the medical portion of the program. Most of the animals require additional vaccinations, but in some cases owners have reimbursed the shelter upon reclamation.

Additional Advice

- In many cases, most of the paperwork is not completed until sometime after delivery of the animal, however, the release and liability waiver **MUST** be completed during that process. Since there is generally no medical information on the animal, it is always best to limit exposure and quarantine whenever possible.
- There have been occasions when new housing was not immediately available to the program participants, particularly for dog owners. The 90 day boarding requires some flexibility in those cases.
- It is important to have the public go through a social service agency for screening if you do not know the individuals personally. An agency will be able to determine who can really benefit from this program and who is truly eligible.



**CERIFICATE OF OWNERSHIP AND
GRANT OF TEMPORARY CUSTODY
PROJECT SASHA**

I am a participant in Project SASHA and I hereby request that Mt. Pleasant Animal Shelter ("MPAS") provide temporary boarding and care for the following animal(s) because I believe his/her/their health and safety is at risk (referred to herein as the "Animal(s)"): _____

_____ I am not the owner of the Animal(s), however, I have undertaken the care and responsibility for the Animal(s) and wish to place them under the temporary guardianship of MPAS. I understand that, at any time, MPAS may be required to relinquish possession of the Animal(s) to his/her/their rightful owner.

_____ I am the rightful owner of the Animal(s).

I shall indemnify and hold MPAS harmless from any liability, claims, damages, injuries or other loss arising out of or related to either MPAS's temporary possession of the Animal(s) or MPAS' release of any Animal(s) to their rightful owner.

Date: _____

Name: _____

**Mt. Pleasant Animal Shelter
Project SASHA**

RELEASE AND WAIVER

PROJECT SASHA

I, _____ am a participant in Project SASHA and hereby relinquish temporary possession and care of _____ (the "Animal") to the Mt. Pleasant Animal Shelter ("MPAS"). The Animal shall remain under the possession and care of MPAS for a period not to exceed ninety (90) days from the date hereof (the "Custody Period"), however, the Animal may be reclaimed by me prior to the expiration of the Custody Period upon twenty-four (24) hours notice to MPAS. Notwithstanding the above, MPAS retains the right to terminate its temporary possession of the Animal at any time if MPAS determines, in its sole discretion, that the Animal's health or temperament poses a risk which threatens the health, safety or welfare of either the Animal, the MPAS staff or any other animals presently in the custody of MPAS. All visitation rights shall be in the sole discretion of MPAS, exercised in the best interests of the Animal, and shall be upon twenty-four (24) hours notice.

As a condition to the commencement of the Custody Period, I have accurately completed the Project SASHA Screening Form and have disclosed any and all material facts concerning the Animal's health and temperament. I further represent, to the best of my knowledge, that the Animal is current on all vaccinations, including rabies. I understand that MPAS will rely on my representations herein and in the Project SASHA Screening Form, and shall accept full responsibility for any misrepresentations either document may contain.

During the Custody Period, I fully authorize MPAS, its employees and affiliates, to render any necessary veterinary care and medical treatment on behalf of the Animal, and to otherwise make any and all decisions concerning the Animal's health and welfare. Any such veterinary and medical decisions shall be made by MPAS in its sole discretion and in accordance with all applicable laws, rules and regulations. I acknowledge that such decisions may be made under circumstances which make it impractical or impossible to give me prior notice thereof. Nevertheless, I shall accept full financial responsibility for any medical treatment or other care provided by MPAS, its employees or affiliates, on behalf of the Animal during the Custody Period.

I shall forever indemnify and hold harmless MPAS, its employees, affiliates and Board of Directors, from any and all liability, claims, costs, damages or other loss arising out of or related to MPAS' temporary possession of the Animal, including, without limitation, any claims relating to MPAS' care and treatment of the Animal during the Custody Period, including medical and veterinary care, except for acts of gross negligence or willful misconduct of MPAS or its employees. I shall further indemnify and hold harmless MPAS, its employees, affiliates and Board of Directors, from any and all liability, claims, costs, injuries, damages or other loss arising out of or related to the Animal's temperament, behavior or actions of any kind during the Custody Period, including, without limitation, any injuries or damages to person or property caused by the Animal. By signing this Release and Waiver, I accept full legal responsibility for the actions of the Animal and shall forever release MPAS, its employees and Board of Directors, from any liability or claims as aforesaid.

Date: _____ Name: _____

Date: _____ By: _____ Name: _____

SCREENING FORM

Project SASHA

Pet's Name _____

1. Pet Description: Dog Cat Other

Breed _____

Age _____ Weight _____

Sex: Male Female Spayed/Neutered

Veterinarian's Name and Phone No. _____

Special needs, diet, or medication _____

Is your pet up to date on vaccines and shots _____

2. Has your partner ever hurt or killed one of your pets? No Yes

If so, describe including how often _____

3. Has your partner ever threatened to hurt or kill one of your pets? No Yes

4. Did concern over your pets welfare keep you from coming to this shelter sooner? No Yes

5. Were threats made on your pets when you expressed a wish to leave home? No Yes

6. Can you think of anything that would remind your pet of the abuse or the abuser (beards, smells, sounds, raised voices, newspapers...) _____

7. Does your pet get along with other animals? No Yes

Please try to bring pet records and pet receipts with you.

IDEA NUMBER 47

50/50 RAFFLE

Pet Adoption League (PAL)

P.O. Box 206

Hackettstown, NJ 07840

Contact: Alexandra Vaia
973-584-0095
Alexandra.vaia@us.army.mil



The premise is simple: conduct a 50/50 raffle to raise funds for spaying/neutering, medical treatment, preventative care, and sheltering of homeless pets.

How to Do It

1. Go to your town's municipal office, complete required forms and pay nominal fees. It takes several weeks to obtain approval and the raffle license number you'll need printed on the tickets, so plan early.
2. Design and print raffle tickets (usually sold in books of ten). Each ticket must be numbered and contain state and local permit numbers.
3. Distribute one book to each name on your organization's mailing list. You can also have volunteers sell tickets at events, adoptions, etc.
4. Collect returned stubs for entry.
5. Have an unbiased person—perhaps a visitor to your facility—draw the winning ticket.
6. Fifty percent of the monies collected are awarded the winner. Your organization gets to keep the remaining monies.

Cost

Fees vary from municipality to municipality. There are also fees to be paid to the state, usually around \$10. Printing fees typically run about \$146 for 1,000 books of ten – the best advice is to shop around. There are no additional mailing fees incurred if you mail it with your organizational newsletter.

Many times the raffle winner will donate a percentage of their winnings back to the shelter!

PAL's Pot o' Gold 50/50 Raffle

Welcome to a New Year! 2002 was such a wonderful success; 71 dogs and 63 cats were so fortunate to find new forever homes through our efforts and PAL is geared up for another great year! We're kicking off the new year with our "Pot o' Gold" 50/50 raffle. We thought it would be a great way to raise money for the homeless dogs and cats still waiting for their forever homes, and in turn one lucky PAL supporter will walk away with their own "pot 'o gold".

We have enclosed a book of 10 raffle tickets. Tickets are \$1.00 each, and the grand prize could reach as much as \$5000! This of course depends on how many tickets sell. We hope you will purchase some of these raffle tickets, and maybe even ask your friends and family if they'd like a chance to strike it rich!

Please mail the ticket stubs and a check for the appropriate amount made payable to PAL. We ask that you return any unsold tickets, too. The drawing will be held at noon, Saturday March 15, 2003, so make sure to get your tickets back to us in time! If you would like additional tickets, please call (973) 584-0095.

PAL wishes you "the Luck of the Irish" and the hope you will continue to join us throughout the year for all the activities we've got planned. Thank you for helping us to make last year such an immense success. Let's do it again in 2003!

JLM/NV

IDEA NUMBER 48

MEOW LUAU

St. Hubert's Animal Welfare Center
575 Woodland Avenue
Madison, NJ 07940-0159
Contact: Erika Mathews, Director of Development
973-377-4962
emathews@sthuberts.org
www.sthuberts.org



For a number of years, St. Hubert's has thrown an afternoon Valentine's Day tea for Cat Society members that sells out (the room can only hold 150.) The \$30 admission to the event doubles as annual membership which also includes the quarterly newsletter, *THE SCRATCHING POST*. This year they decided to add a summer event to the Cat Society calendar – the Meow Luau – held the fourth Sunday in July.

How to Do It

Send an invitation out six weeks before the event. Find a speaker to present on a light-hearted cat topic. (This year's topic was "Cool Tips for Hot Cats During the Dog Days of Summer".) Ask volunteers and staff to scan yard sales for Hawaiian-themed decorations and apparel. Solicit

donations of food and tricky tray items. Design a program of events for the day to identify and thank donors.

On the day of the event, decorate the space to the max including Hawaiian posters doctored up to include cats on the beach and at other Hawaiian landmarks. You can't get too over-the-top with this theme! String festive lights and ask staff to don "islandwear." Set out donated party food and tricky tray items and set aside the first 30-45 minutes for eating, socializing and buying raffle tickets. After the 45-60 minute lecture, throw in a fun cat quiz for catnip toy prizes and reveal the tricky tray winners. The entire event took two to two and a half hours and raised \$2,000—admission was \$30 plus the tricky tray raffle. (Approximately 50 people attended. Next year, St Hubert's plans to hold the event on a weekday evening instead of a summer Sunday afternoon, in order to draw a bigger crowd.)

Cost

Invitation design and printing were donated so there were only postage costs. All food was donated by local caterers, delis and volunteers. Punch was provided and cost \$9. Most decorations were donated or purchased at garage sales (\$50 – and they are re-useable for next year.) All tricky tray items and cat quiz prizes were donated by local vendors.

IDEA NUMBER 49

FEED A FURRY FRIEND

P.A.T.C.H.

Pet Adoption Thru Caring Hands

26 Lakeside Avenue

Pompton Lakes, NJ 07442

Contact: Cindy Seigel
973-835-7202
cindy@ringwoodconsulting.com
www.patch.petfinder.com



The idea is based on the fundraising principles employed by the Multiple Sclerosis and Cancer Societies. Instead of selling a paper cutout of a balloon in which to write your name or message, P.A.T.C.H. prints photos of their cats awaiting adoption including the pet's name, shelter information and message that "I helped feed this shelter cat today!" A space is provided for the donor to write in their name or message.

Advice

- Approach a business where you will have a prominent display, particularly an area visible during and after store hours.
- Announce your fundraiser through press releases so more of the community can become involved.
- Have your materials ready to show store owners/managers exactly what will be on display and how this helps them.
- Hang a banner (with permission) in the window of the store "Help Feed A Cat – Details Inside." Include a display to draw more attention consisting of a cat cage, stuffed animal, bed, water and food bowls, and signage which states, "\$1 feeds three cats breakfast, \$25 gives a cat a warm, clean bed. The love of a cat ... priceless!"
- Enlist the assistance of volunteers to maintain current photos, set up the displays and collect the donations on a regular basis.
- Enlist the support of the business's staff. Have them ask their customers if they would like to donate \$1 or whatever you designate.

Cost

Minimal costs are incurred for the printing of the cat cards, banner and mailing of press releases.

Name: _____ DONATION \$1.00

P.A.T.C.H.
26 Lakeside Ave.
Pompton Lakes
973-835-7202

**I
HELPED
FEED THIS
SHELTER
CAT
TODAY!**

www.patch.petfinder.com



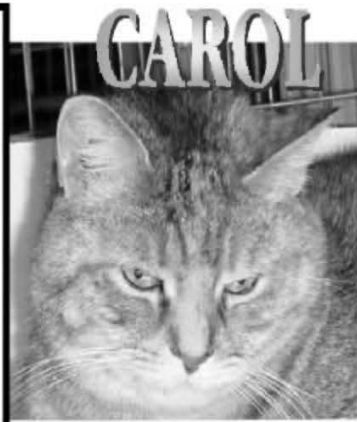
Courtesy of: *HELLO GORGEOUS*

Name: _____ DONATION \$1.00

P.A.T.C.H.
26 Lakeside Ave.
Pompton Lakes
973-835-7202

**I
HELPED
FEED THIS
SHELTER
CAT
TODAY!**

www.patch.petfinder.com



Courtesy of: *HELLO GORGEOUS*

Name: _____ DONATION \$1.00

P.A.T.C.H.
26 Lakeside Ave.
Pompton Lakes
973-835-7202

**I
HELPED
FEED THIS
SHELTER
CAT
TODAY!**

www.patch.petfinder.com



Courtesy of: *HELLO GORGEOUS*

Name: _____ DONATION \$1.00

P.A.T.C.H.
26 Lakeside Ave.
Pompton Lakes
973-835-7202

**I
HELPED
FEED THIS
SHELTER
CAT
TODAY!**

www.patch.petfinder.com



Courtesy of: *HELLO GORGEOUS*

IDEA NUMBER 50

6 MATCHMAKER BLIND DATE

Animal Welfare Association

509 Centennial Blvd.

Voorhees, NJ 08043

Contact: Karen Dixon, Executive Director
856-424-2288 ext. 109
kdixon@snip.net
www.awanj.org

The Animal Welfare Association (AWA) has developed a unique event in conjunction with Valentine's Day. In order to introduce homeless animals to prospective adopters in a way that allows each pet's individual personality to shine, the AWA offers to set customers up with a "Blind Date" where the staff picks out the pet, sight unseen.

How It Works

Each family wishing to adopt fills out the regular adoption application and an additional "Matchmaker Profile" to determine which pet might make the best match. The family is brought to a "groovy dating room," decorated in a Valentine's theme. Staff members who work with the animals approve the application and evaluate which resident animal might make the best personality match. The pet is brought into the dating room to meet the family for the first time, one on one.

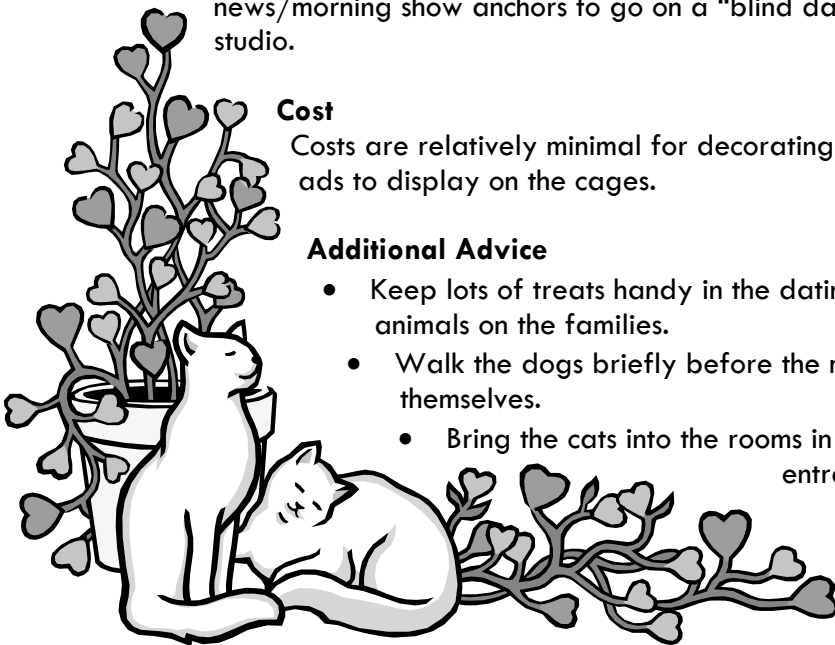
To help promote the event, personal ads are written up for each animal's cage. The ads sound just like the real thing but are written from a pet perspective. This promotion is particularly popular with the media who are always looking for tie-ins to holidays. Invite radio and television news/morning show anchors to go on a "blind date" or offer to bring the pets to the studio.

Cost

Costs are relatively minimal for decorating the room and making up the personal ads to display on the cages.

Additional Advice

- Keep lots of treats handy in the dating room to keep the attention of the animals on the families.
- Walk the dogs briefly before the meeting to give them a chance to relieve themselves.
- Bring the cats into the rooms in crates for safety and a surprise entrance.
- Bandanas made of cut cloth are a fun and inexpensive outfit for pets dressed up for their "date."



Matchmaker Profile

Your name:

What is your favorite color?

If you were a singer, would you sing;

country? *jazz?* **ROCK?** *opera?* commercial jingles?

Where would you prefer a vacation;

the forest? *the beach?* **the mountains?** the desert? the city?

Circle three words that describe you:

<i>silly</i>	serious	sanguine	secretive	sloppy	<i>soulful</i>
silent	sweet	smart	sporty	sour	super
<i>sensitive</i>	sexy	suave	sensational	splendid	

Do you think you would prefer a cat a rabbit or a dog?

Do you have any other pets?

If yes, what type of pets are they:

On your day off would you prefer to;

sit on the couch	read a book	go hiking	GO SHOPPING
play outside	play inside	GO TO A MOVIE	watch tv

What is your favorite **MOVIE**?

What kind of **car** do you drive?

What kind of car do you **wish** you drove?

At night, do you **hog** the bed or *share*?

Personal Ads:

.....

Sam, dog, 6-8 month old Beagle mix, male

Sam's personal ad:

Single Black and Tan Male - I'm young and I wanna have fun! Despite my young age, I'm looking for a mature partner, an independent spirit who can occasionally let it all hang out. I am a loyal, sensitive, romantic guy, who loves to sit and talk for hours. I enjoy fine dining and would prefer a partner with good taste in food and who knows how to share.

.....

Amos, dog, 8 month old German Shepherd Dog, male

Amos' personal ad:

Single Sable Young Male, recently separated - I don't know about anyone else but I have probably re-written this thing about ten times, I never thought it would be so hard to describe myself. Well, here it is - I would describe myself as a fun loving, athletic, loyal dog. My family and friends are very important to me and I am loyal to a fault. As far as work goes, I work very hard during the week putting in all kinds of extra hours chasing toys. But I still find a way to curl up for a nap or a scratch behind the ears. I am a very athletic dog who still remains very active. But most of all I would have to say that I am pretty down to earth. I have been through a lot in the past few weeks but I haven't let it take away from enjoying life.

.....

Baby, cat, 1-1/2 - 2 years, male

Baby's personal ad:

Single White Cat - I am looking for someone who also enjoys this beautiful area as much as I do. I love music, reading, going on picnics in the patch of window sunlight. I enjoy hanging out, dinner parties, and to have a nice bottle of spring water close by and just getting to know new people! I am very friendly, and full of love to give. I enjoy the lighter, simpler side of life where I can laugh and play and relax. If you are too, please stop by for a visit. Thanks for reading up on me! Hope to hear from you soon.

.....

IDEA NUMBER 51

IT'S AN EASTER EGG HUNT, AN EASTER EGG HUNT ... FOR DOGS!!

Burlington County Animal Alliance

7 Pioneer Lane

Willingboro, NJ 08046

Contact: Jan Bastien, Public Relations

609-894-8375

philliefan7@comcast.net

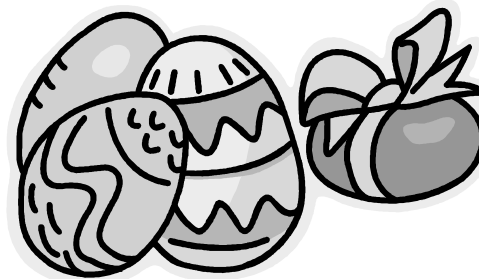
www.petfinder.com/shelters/bcaa.html

The Burlington County Animal Alliance works to raise funds and awareness for the adoption of pets from the Burlington County Shelter. In early April, an Easter Egg Hunt was held on the lawn of the shelter. Over \$2,000 was raised, in part due to a matching grant from Wal-Mart's Community Appreciation Program.

How It Works

Tasks include purchasing plastic eggs (the type that can be opened and filled with treats); canvassing local merchants for donations to be awarded as prizes or used in a raffle (two were held – a prize raffle and a 50/50 raffle); posters, press releases and public service announcements need to be written and coordinated. Finally, the plastic eggs need to be stuffed in advance with dog treats.

The event was held beginning at 12 noon. Registration was \$5 per dog. Doggie games and prizes were included in the day's activities. For an extra \$5, pet owners could have their dog's picture taken with the Easter Bunny. Once the registration process had been completed, the "hunt" was underway. Each dog that retrieved over five eggs was awarded a prize. Multiple "hunts" can be held if attendance warrants. Approximately 100 dogs participated in the Easter Egg Hunt.



Second Annual Doggie Easter Egg Hunt

Radio Public Service Announcements

For Burlington County Shelter And Burlington County Animal Alliance

15 seconds spot:

The Easter Bunny Returns to the Burlington County Animal Shelter on Woodlane Road in Westampton, NJ on April 5 for the Second Annual Doggie Easter Egg Hunt. This non-profit event is fun for you and your dog and raises funds for the Burlington Co Animal Alliance to find homes for abandoned dogs and cats in our area. Fun starts at noon and admission is \$5 per dog.

Raindate: April 12

30 seconds spot:

The Easter Bunny will be hopping down Woodlane Road in Westampton, to the Burlington County Animal Shelter on Saturday, April 5 for the second annual Doggie Easter Egg Hunt.

The fun begins at Noon with a treat for each dog and games and prizes. Admission is \$5; pictures with the Easter Bunny an additional \$5.

While having fun with the Easter Bunny, you'll be helping abandoned dogs and cats whose only Easter wish is a home and family. All proceeds will support the Burlington County Animal Alliance in finding homes for animals at the shelter and in foster care.

In addition to participants, BCAA needs sponsors to donate food, dog food, bottles of water, dog toys, money and veterinarian assistance.

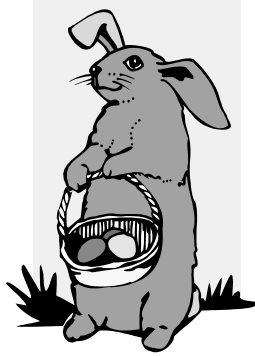
Raindate is April 12.

For further information, contact Lorraine Schreiber, BCAA President at (609) 880-1235, or jjachris@aol.com

BCAA Public Relations, Jan Bastien, (609)894-8375, or philliefan7@comcast.net

BCAA is an all volunteer organization, working to rescue and find homes for abandoned animals

Doggie Easter Egg Hunt



WHEN: Saturday, April 5, 2003

TIME: 12:00 PM

WHERE: Burlington County Animal Shelter
Grounds

The Burlington County Animal Alliance (BCAA) is sponsoring the 2nd Annual Doggie Easter Egg Hunt. The fundraiser will continue to support helping rescue homeless animals. We hope you will be able to come and bring your dog to join in the fun. There will be prizes for you and your pet to enjoy.

IDEA NUMBER 52

BLANKETS FOR SHORT-HAIRED DOGS

Northern New Mexico Animal Protection Society

108 Hamm Parkway
Espanola, NM 87532

Contact: Dr. Catherine Slayer
Shelter Veterinarian
505-753-8662
kittylove@cybermessa.com, attn: Dr. Sayler
www.petfinder.org/shelters/NM08.html



After noticing a short-haired dog shivering in the kennels, staff of the Northern New Mexico Animal Protection Society started making blankets or “capes” for short-haired dogs, or dogs that simply look like they could use an extra layer in their concrete kennel. The fabric used for the blankets is a heavy-duty nylon actually designed for surgical use and was initially used at the shelter as “curtains” to separate the indoor/outdoor kennel and surgery areas. Precision Fabric in North Carolina donated the fabric to the shelter, but any medium to heavy-duty nylon will work, as long as the fabric is water-resistant. For insulation between the layers of water-resistant nylon, the shelter uses two layers of polar fleece fabric. The shelter was able to buy bulk yards of polar fleece from local fabric stores in late spring (prime clearance time for cozy fabrics!). Most fleece cost between \$1-2/yard on clearance. Volunteers and shelter staff began drawing patterns for different-sized dogs by measuring

the dog from the shoulder to the middle of the back. Designed much like a horse blanket, there is only one hole in the coat – for the dog’s head – and it is secured by using strips of Velcro.

How it Works

Identify shelter staff or volunteers that have sewing experience; have kennel staff identify the short-haired dogs that would benefit from a coat; draw a pattern according to the dog’s size (include darts for shaping and one strip around the dog’s middle); cut two layers of nylon and two layers of polar fleece (a top and bottom layer of nylon is essential so that the coat never gets soaked); attach Velcro to the neck of the coat and to the strip that goes around the dog’s middle and the coat is complete! Simply toss coats into the washing machine for re-use, making sure to repair any holes or tears first.

Cost

Costs are minimal if the organization can get the fabric and sewing supplies donated or at a reduce cost. Experienced volunteer sewers are necessary.

IDEA NUMBER 53

S.A.I.N.T. PROGRAM

Goshen Humane Society

P.O. Box 37

Goshen, NY 10924

Contact: Sharon Barbera
845-294-3984
cats@goshenhumanesociety.org
www.goshenhumanesociety.org

“S.A.I.N.T.” or “Senior Animals In Need of Thee” was created with the intention of matching senior animals to senior homes. The Goshen Humane Society was eager to conduct these matches, not only to benefit the animals, but to improve the lives of humans as well.

It has long been documented that animals can have a major impact on one’s health – from lowering blood pressure to alleviating depression. Pets can give lonely seniors a new “leash on life” to have something that depends on them and offers them companionship and unconditional love.

Always keep in mind, though, that anyone who adopts needs to be able to provide some basics. Can the adopter easily afford pet food and veterinary care? Is there someone that can care for the pet in the event of a hospital stay or vacation? Can the adopter commit to the animal for the remainder of its life?

Proactively advertising the animals to a senior audience is the key to successful placements. Descriptions and photos for each animal are important and need to be creative but honest. Once the profiles are completed, contact the local Council on Aging and senior centers who can help you make these connections.



IDEA NUMBER 54

PERSONAL ADS

League for Animal Protection of Huntington

P.O. Box 390

Huntington, NY 11743

Contact: Barbara Kozak, Director
631-757-4517

www.petfinder.com/shelters/gratefulpaw.html

It can be an overwhelming prospect for adopters – choosing just the right animal in an environment where one may or may not see an animal's true personality. Shelters themselves tend to be places that are institutional, and the whole experience can leave adopters out in the cold.

In an effort to personalize the process and shed some light on an animal's history, the League for Animal Protection writes personal ads for each of the cats in their colony rooms. The write-ups are then posted on a general bulletin board in that room with the cat's name and photo.

The public genuinely enjoys reading the ads and cat socializers are better prepared to handle the cats, particularly those that may have special needs.



IDEA NUMBER 55

RESCUE VOLUNTEER UPDATES

NYC Siamese Rescue

P.O. Box 1602

Grand Central Station

New York, NY 10163

Contact: L.J. Springer, Volunteer Coordinator

Beth Rotman, Director

Fax: 646-349-3644

nycsiamese@yahoo.com

www.nycsiamese.org

One of the greatest challenges of managing any volunteer program is effective communication between paid and unpaid staff. Clear and current communication is crucial to keeping your volunteers informed, active and involved.

Cost

Nothing! The newsletter is sent electronically to all volunteers.

How it Works

- Every week a newsletter is sent to all volunteers.
- The purpose is to keep them up-to-date on who has been adopted, who is still available, and who has applicants interested in them.
- It encourages long-term volunteer interest with updates and photos from fosters and adopters.
- It is also a subtle reminder to stay active and volunteer.



NYC SIAMESE RESCUE

VOLUNTEER UPDATE NEWSLETTER



Special Announcements, Stores Schedule, Cats in Store, Expected Visitors, Web Changes, Incoming Kitties, Adoptions, News from Adopters, Updates on fosters, Pictures, Petfinder Stats, Cat Advocacy.

SPECIAL ANNOUNCEMENTS:

- ❖ Best wishes to our volunteer Jean W, who is relocating to Washington DC at the end of this month! Thank you, Jean, from all the kitties you've helped rescue!
- ❖ Is anyone interested in participating in a Central Park Adoption Event on Saturday, July 26? *OUR PARTICIPATION HAS BEEN CONFIRMED! -- PLEASE MARK YOUR CALENDARS!*
- ❖ If you haven't signed up to root for a kitty, please do so! See the list below. If you'd like to enthuse for a kitty already spoken for, please do! You do NOT have to be an expert on the cat - just know ONE nice thing to say about them!
- ❖ VOLUNTEERS NEEDED! **Please** let us know if you can help! (We'd love two for each store - volunteer with a buddy!)

STORE SCHEDULES:

CALLING ALL PETS: PETCO
SCHEDULE:
6/29- Cecelia, Rachel F.,
Brenna
7/6

CATS (expected) IN STORE SUNDAY:
Petco:

Christopher, Miss Marjorie,
Calling All Pets:
Callie, Bessie, Nosey Knowles

EXPECTED VISITORS:

Julie Fagnani for Callie
APPLICANTS:
Julie Fagnani for Callie
Cydney Roach for Parker

WEB CHANGES:

Spooky's page was updated:
http://www.geocities.com/fostercats_Melissa/Spooky.html

Miss Marjorie has been posted on Petfinder:
<http://www.petfinder.com/pet.cgi?action=2&pet=1818835>

ADOPTIONS:

○ Cloud is adopted by Molly Klobe -
thanks, Caroline

○ Myrrh is adopted by Susan Ellis - thanks,
Lisa C!

NEWS FROM ADOPTERS:

From Barbara on Gelato now named Buddy:

Buddy's stitches are all out now- we removed the last one the other day. I still have him in a bandana to keep him from irritating it too much - Dan thinks this is cruel and misguided, what do you think?? He is always licking at it and I don't want him to make things worse...

From Nancy on Bella:

Just a note to let you know that in the past few days Bella has just become so much more relaxed and comfortable. She has decided that under the bed is not the best place for her, so she is spending time with her furry friends all over the place. Soon I will be able to remove the litter box from the bedroom, once she has discovered the ones in the pantry. I awoke at 6:00 a.m. and she was with me, fast asleep - on her back, all four feet in the air - and I was able to touch her (paws included), for quite some time. I no longer have a feral kitty!

From Johnathan on Bonnie:

Bonnie is doing great, she is such a wonderful cat. She's on the windowsill looking at the neighbors across the courtyard as I write this.

From Jean on Sebastian:

Did I tell you that I can now hold Sebastian on my lap? It's true! We started in the bathroom – his safe spot. I picked him up and put him on my lap and he gave me the "oh my God" eyes...then I petted him and he purred, of course his little hind feet were stiff with anxiety but his front paws started to curl as I pet him. He is also very vocal and his purring can sound like a bird sometimes...it is so cute!

UPDATES ON FOSTERS:**From Jackie on Callie, Bessie, Mandy, and Jewel:**

Callie did beautifully again. She allowed me to hold and pet her. She and Maggie seem to get on well. They were even playing a bit. Bessie, Maggie, Mandy and Callie enjoyed a little massage therapy. Yes, even Mandy... took her awhile to unfreeze. Jewel was interested in the activities and came down off the hammock to have some dry food. No hissing today as I cleaned up her quarters. I never saw Maggie so active. They were all sitting by the window when I left.

From Barbara Y on the Long Beach Kittens:

The cats seem to be doing well - the hot weather slowed them down a bit but now that the A/C is on more often they are up and running around again. I have taken lots of pictures for their site!

PETFINDER STATS:

Accesses from 6-16-2003 to 6-22-2003 for NY168

ALERT 105	Cheeka +	Geoffrey 122	Rain 33	Sunshine 50
Bear 114	Holler 104	Gold 66	Rick 101	Tyler 30
Bessie 35	Cloud 6	Luna 34	Robert 130	Whisper 11
Brittney 24	Diesel 12	Mojo 45	Roxy 23	
Buffy 30	Enzo 128	Myrrh 51	Rusty 12	Total: 180
Callie 64	Friskie 62	Parker 55	Sandy 44	
Charles 64	Gelato 33	Pirouette 52	Spooky 99	

CAT ADVOCATES:

*****WHAT IS THIS? *****

This is an easy way to help a kitty!!! When we get an inquiry on a kitty, we cc you on the reply, and YOU also answer with a friendly note saying: I'm a volunteer for NYC Siamese Rescue and I met the kitty you asked about. "She is really nice! What I really like about her is..."(anything you can think of!) That's it! If the person emails you back asking anything you're not sure of, forward the email back to nycsiamese@yahoo.com and we'll help out! THE WHOLE IDEA OF THIS IS TO SHARE ENTHUSIASM for a kitty and GET US AN APPLICATION!!! You don't have to be an expert on a particular kitty - just think of one nice thing to say about them!

*****WHAT IS THIS? *****

Bessie – Jackie, Buffy - Barbara Y., Callie - Kat, Jackie, Charles – Sharon, Diesel - Margaret
Enzo - Lisa B., Cecelia, Sejal, Friskie - Kat, Jackie, Melissa, Miss Marjorie - Valerie
Myrrh - Lisa C., Pirouette - Melissa

FINAL WORD:

Please treat this message as an internal and confidential communication between NYC Siamese Rescue and its volunteers. Please do NOT use anyone's email address for other purposes without their express permission. If anyone prefers to NOT receive these updates, please email us and let us know. Thanks!



IDEA NUMBER 56

“PUPPIES BEHIND BARS”

Puppies Behind Bars

99 Madison Avenue, 2nd Floor

New York, NY 10016

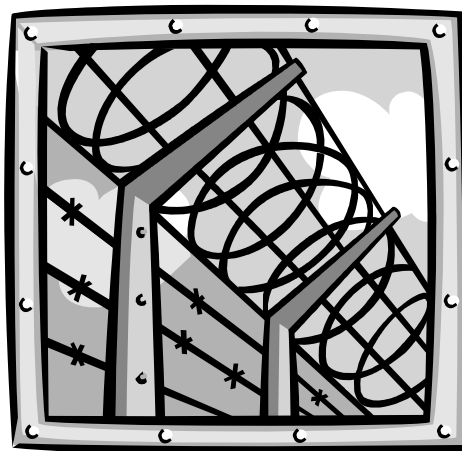
Contact: 212-924-7404

info@puppiesbehindbars.com

www.puppiesbehindbars.com

Puppies Behind Bars is a non-profit organization that trains prison inmates to raise guide dogs for the blind and explosive detection canines for law enforcement agencies. The program, based in New York City, operates in prisons throughout the tri-state area (NY, NJ, CT). The puppies live in prison with their “puppy raisers” from the age of eight weeks to 18 months. The inmates are completely responsible for the training and care of the dogs. Puppies Behind Bars staff members conduct weekly classes in prison, help inmates with their training and supervise the dogs’ and inmates’ progress. As the puppies mature into well-loved, well-behaved dogs, their handlers learn what it means to contribute to society rather than take from it.

After 16 months of basic obedience training and socialization, the dogs are ready to begin their formal training and are either returned to the guide dog schools or donated to law enforcement agencies. The inmates, oftentimes saddened by their separation, are proud that they have contributed to society by raising a guide dog and restoring a blind person’s independence or raising an explosive detection canine and helping law enforcement keep citizens safe.



IDEA NUMBER 57

DOGGIE BAG TO GO

Chenango County SPCA

6160 County Road 32

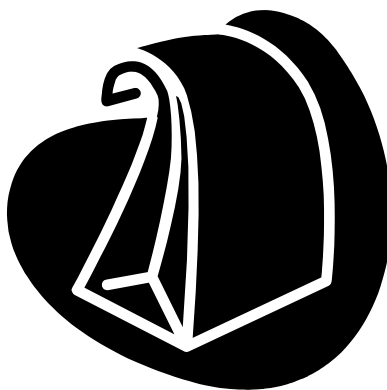
Norwich, NY 13815-3302

Contact: Tara Sepello, Programs Coordinator
607-334-9724
tsepello@cspca.org
www.cspca.org

The SPCA created an inexpensive marketing tool that's great for attracting attention. The Doggie Bags are used at all shelter related events and community functions as a way of delivering a message about the agency's services, hours and more. The bags are prepared in advance and always available for a last minute event.

How It Works

- Purchase plain brown paper bags from a store such as Wal-Mart or anywhere you can cheaply purchase them in bulk.
- Decorate the outside of the bag with colored paper on both sides.
- Have a volunteer type out the information, four squares to a page double-sided to save paper.
- The information typed on the squares should include: adoption and volunteer information, services, business hours, pet care tips and any other information important to your organization.
- Cut the squares and insert inside the bags.
- Affix labels to the bags with "Doggie Bag to Go" and shelter name and logo.
- Add a dog biscuit to the bag for fun!



IDEA NUMBER 58

BISCUIT BAKE

Chenango County SPCA

6160 County Road 32

Norwich, NY 13815-3302

Contact: Tara Sepello, Programs Coordinator
607-334-9724
tsepello@cspca.org
www.cspca.org

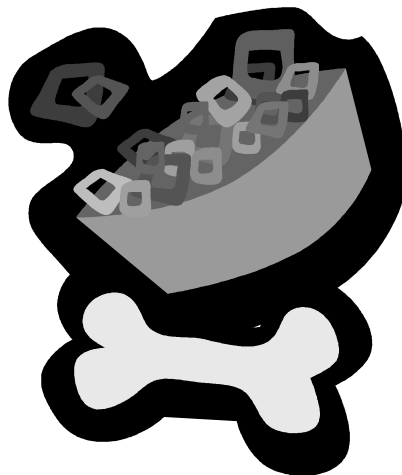
Rather than hold a traditional bake sale, the Chenango County SPCA holds a bake sale with treats made specifically for dogs and cats. Not only can the homemade treats be sold at special events, but they can also be sold in the shelter's own gift shop or handed out at community events to attract attention.

How It Works

- Ask a local church if you can use their kitchen.
- Set up a Saturday day long "bake-a-thon"
- Enlist the support of volunteers.
- Keep the recipes simple. You may even want to test the recipe first with willing shelter animals.
- Ask local grocery stores to donate the ingredients.
- Obtain clear baggies and raffia to decorate the packages.

Cost

The only cost was for the packaging, amounting to less than \$10. The resources that are primarily needed are volunteers, a large kitchen, baking utensils, and biscuit ingredients.



IDEA NUMBER 59

www.HUMANEBENEFITS.com

Chenengo County SPCA

6160 County Road 32

Norwich, NY 13815-3302

Contact: Mrs. Tara Sepello, Program Coordinator
607 334-9724
tsepello@cspca.org
www.cspca.org



fee, there are no other costs in supplies or services.

There is a wonderful (and very easy) way to receive donations on your website. The website that helps you accomplish this is www.humanebenefits.com. After you have signed up at "Humane Benefits" your webmaster simply places a (linked) donate button on your website. When people visit your shelter's website they can make a donation, even for \$1. ("Humane Benefits" will also give you the donors names to put on your donation mailing list.)

Advice

This would be easy to duplicate anywhere.

Cost

Humane Benefits' cost is about 4% of the donation and, other than a \$10 start up

IDEA NUMBER 60

“YELP FOR HELP”

SPCA Serving Erie County

205 Ensminger Road

Tonawanda, NY 14150

Contact: Gina Browning
716-875-7360
GinaMBr@aol.com
www.spcaec.com

The “Yelp for Help” program was established to help offset the cost of caring for the SPCA’s pets with special needs. Many pets come into the shelter with various medical problems that are treatable, but often the cost of treatment is beyond the resources of a non-profit organization. The goal of the program is to cultivate additional donations, which allows the veterinary staff to transform all treatable animals into adoptable pets.

How It Works

The program was featured on the organization’s website and in a display case in the adoption lobby. A dog that was brought in as a result of a cruelty case generated additional publicity for the program. Since the program’s inception, there has been consistent media coverage on both radio and TV stations featuring animals that had recovered and were ready for adoption.

- **Friends:** These are pets featured in the program that are temporarily residing at the shelter while being cared for by the veterinary staff or foster care program. Their information is presented in the layout of a “file.” There is a manila mat board cut in the shape of a file folder which includes a photo of the injured pet, its story, medical costs, and bio stats.
- **Family:** These are the success stories. Pets that were treated and have been adopted are featured with their story as well as before and after photos.
- **Fund:** This is the aspect of the program that mentions financial contributions. It cites examples of various medical costs and allows donors to contribute online, by mail, or by placing a donation in the donation bin which is built into the program’s display case.

Various tools are utilized to publicize the program and its need. They include:

- **Program Brochure:** Contains an overview of the program.
- **Web Pages:** A section is dedicated to the program, updated as necessary.
- **Postcards:** Mailed to the adopter of a pet that was in the program.
- **Testimonial Form:** Allows adopters of program pets to share photos and stories of the pets in their new homes.
- **Voice Mail:** Several phone extensions are designated to the program and have recordings of each pet featured in the program for those who do not have access to the pet’s story online.
- **Donation Envelopes:** Donation forms and envelopes were created to accompany the brochure, both of which are located at the display case.

Continued on next page.

Cost

The program began in April 2003 and raised nearly \$700 in donations in just three weeks. After just 10 weeks, donations to the program were over \$3,500.

- All of the printed materials were created and printed in-house.
- Web pages added to the website were designed in-house and produced by the web hosting company at a reduced cost.
- Program signs for the display case were created and donated by a staff member.
- Staff members built the donation bin within the display case. Materials purchased cost less than \$100.
- Items for the display case were either made or donated by a local company or purchased at a craft store for a nominal fee.

Additional Advice

This program requires frequent communication with adoption and infirmary staff. Making changes and keeping stories updated in both the display case and on the website is what keeps the public interested. Remain organized and current with the photos and stories. The interest generated will continue without much other work or media attention.



IDEA NUMBER 61

“CHILLIN’ VILLAGE”

SPCA Serving Erie County

205 Ensminger Road

Tonawanda, NY 14150

Contact: Barbara Carr, Executive Director
716-875-7360 ext. 219
exdspca@aol.com
www.spcaec.com

We all know that a large percentage of cats have difficulty adjusting to life at a shelter. Unfortunately, adopters don’t always get to see the wonderful, warm personalities of many felines due to their inability to manage the stress. Behavioral problems surface and can eventually become habits—cats without a hissing habit begin to hiss; normally affectionate cats swat at strangers; docile cats begin to growl and become agitated by the sounds of dogs barking nearby. The SPCA Serving Erie County designed their “Chillin’ Village” with these concerns in mind.

Similar to a “Real Life Room” for dogs, this cool-down cat room, strategically placed in the shelter, allows cats to adjust to the sights and sounds of the SPCA prior to being handled by visitors or being placed up for adoption. They can interact with other cats while becoming used to the sound of dogs barking, people talking, and other typical shelter sounds. Safely behind glass during this period, the cats more quickly adjust to their new home, and are eventually placed in the general cat adoption room after they have had ample opportunity to “chill out.”

What You Need

- A room in the shelter that can be converted into a Chillin’ Village.
- Scratching posts, cubbyholes, cabinets, and walkways.
- Large windows placed on one side of the room and the door.

Cost

The costs associated with building a Chillin’ Village are commensurate with the size of the room, how creative you are, and whether or not the majority of materials are donated.



JLM/V

IDEA NUMBER 62

ADOPT A WILD ANIMAL

SPCA Serving Erie County

205 Ensminger Road

Tonawanda, NY 14150

Contact: Joel Thomas, Wildlife Administrator
716-875-7360 ext. 205
spcaecwl@aol.com
www.spcaec.com

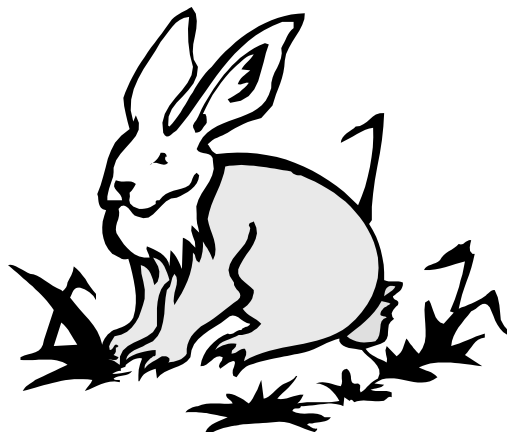
The SPCA Serving Erie County Wildlife Department's "Adopt a Wild Animal" program provides an opportunity for groups and individuals to sponsor a sick or orphaned wild animal during its rehabilitation period.

A database is kept that tracks sponsors and the items that have been sent to them. Sponsors receive three written updates and pictures of their sponsored animal whenever possible. Six species of wildlife (songbird, cottontail rabbit, squirrel, opossum, birds of prey) are available for adoption with the rates ranging from \$15 to \$25. Sponsorships can be handled over the phone, by mail or on the Internet.

In addition to features in local print media, the program was featured in a national magazine. Subsequently, more than \$800 was donated to the Adopt a Wild Animal program.

Cost

This program is not labor-intensive and the costs associated with managing it are minimal.



IDEA NUMBER 63

VANITY PLATES FOR POOCHES!

Montgomery County Animal Shelter

6550 Webster Street

Dayton, OH 45414

Contact: Stephanie Smith, Director
937-454-8138
smithsteph@mcchio.org
www.mccchio.org

Montgomery County introduced the concept of “vanity” tags for dogs in December 1992 for the license year of 1993. Dog owners were given a choice of the standard oval dog tag for the license fee of \$8.00 or they could donate \$2.00 to the shelter’s operating fund, pay a total of \$10.00 and receive their license in the shape of a bone. The program was a resounding success. The following are the statistics from 1993 through 1997.

1993: Bone-shaped tag introduced

- License fee \$8
- Donation \$2
- 18% of licenses were bone-shaped
- \$24,300 received for general operating fund

1994: License fee increased

- License fee \$10
- Donation \$5
- 10% of licenses were bone-shaped
- \$34,000 received for general operating fund

1995: Status Quo

- 13% of licenses were bone-shaped
- \$43,777 received for general operating fund

1996: Status Quo

- 14% of licenses were bone-shaped
- \$50,000 received for general operating fund

1997: Heart-shaped tag introduced for community-wide spay/neuter fund

- Heart-shaped: \$10 with stipulation that \$5 of each donation would go into a spay/neuter fund
- 10% of licenses were bone-shaped; \$35,272 received for general operating
- 3% of licenses were heart-shaped; \$14,958 received for spay/neuter fund

Since 1997, 3,500 animals were spayed/neutered with assistance provided through the spay/neuter fund. Since 1993, over \$370,000 was raised for general operating expenses for the shelter. Each year has seen an increase in the number of both the bone and heart tags sold.

Continued on next page.




How it Works

When ordering the tags, the number of each shape sold is estimated. The tags are numbered starting with the heart shape so the lower numbers are hearts, then bones, and the series runs through the ovals. The additional cost of the heart and bone-shaped tags is 20¢ per 1,000.

Renewal notices are sent by mail to all owners who licensed the previous year. The renewal card allows owners to choose the shape they want. The card details the costs and explains how the donated dollars are distributed. Mail-in applications for licenses appear in newspapers and direct mailings. Also, pet owners are provided with the opportunity to upgrade to a vanity tag. The specialty tags are also made available at the auditor's office, the shelter and through a local municipality's Animal Control Officer. Area vets, pet supply stores, grooming shops, and feed stores have participated by supplying information about the program.

All monies collected from the sale of the heart-shaped tags are distributed back into the community in the form of certificates to assist pet owners with a portion of the cost of spaying or neutering their pet (usually \$50-\$70 is deducted from the overall cost.) The number of certificates issued is determined by the amount of money donated through the tag program.


How Do You Tell Them Their Pet Is Missing?



Protect Your Dog With A Montgomery County Dog Tag!

Mail This Now

Price Doubles After
January 31, 2000



It's the LAW!

Ohio requires that all dogs
3 months and older must be licensed

Annual 2000 Application for Dog Registration & Donations Year 2000

Name Of Owner(s):
Address:
City:
Phone:
Zip:

To the Auditor of Montgomery County, Ohio:
I the undersigned, Owner, Keeper or Harboree, Hereby tender the legal fees of \$12 per license and apply for the registration, for all dogs on or before three months of age or older, described below
Place an "X" in the appropriate columns

AGE OF DOG	SEX				COLOR(S)					HAIR		BREED IF KNOWN	FEES PAID	
	MALE	NEUTER	FEMALE	SPAY	BLACK	WHITE	GRAY	TRI	TAN	BROWN	LONG			SHORT
														\$12.00
														\$12.00
														\$12.00
														\$12.00

Signature of Applicant: _____
Mail this form with your check to: *Montgomery County Dog Licensing*
451 W. Third St., Dayton, OH 45422-1031
225-4314 County Auditor Office

The Undersigned says that the facts indicated above are true.

Share in The Caring & Receive a Special Montgomery County Dog Tag

CHECK ONE



Heart Shaped Tag: Donations of \$10 or more (plus license fee) \$ _____

Bone Shaped Tag: Donations of \$5 or more (plus license fee) \$ _____

Ordinary Tag: \$12 license fee per dog \$ _____

Don't own a dog, but I'd like to help/Donation only \$ _____

Total enclosed \$ _____



Checks payable to: Montgomery County Dog License

All license fees & donations go directly to the operation of Animal Shelter for the rescue, care and housing of our community's lost and stray pets and are tax deductible. \$5 of each donation for the heart tag will be spent directly on spay/neuter efforts within our county. Thanks to you, over 1000 Pets have been spayed/neutered in our community through this program.

JLM/V

101 More Great Shelter Ideas created by the ASPCA and American Humane, 2003

104

IDEA NUMBER 64

LUCKY 14 DESIGN CHALLENGE

Humane Society of Delaware County

4920 State Route 37 East

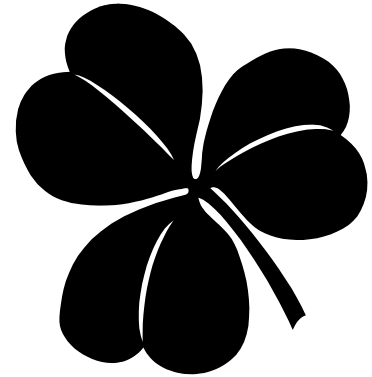
Delaware, OH 43015

Contact: Misty Bay, Director

740-369-7387

mistyathsd@comcast.net

www.delawarecohumanesoc.org



How do you improve your shelter on a shoestring budget, raise morale, make your workspace more efficient, and have employees take greater pride in the work place? Challenge your staff to become interior decorators, of course!

How it Works

- Use the number of employees (there are 14 at the Humane Society of Delaware County).
- Divide the shelter into 14 areas and allow each employee to pick his or her favorite area.
- Give each employee a budget of \$14.
- Each employee rates each area on 14 different categories.
- Judge each category on a scale of 1 – 14 (14 being the highest.)
- The area with the most points wins a grand prize!

Accomplishments

- The laundry room became a “home-like setting” and doubles as an employee break room.
- A dog agility course was built.
- A wishing pond was built.
- The cat room was painted with bright, inviting colors and appliqués.
- The dog kennels were painted with cheery vacation scenes.
- A “meet and greet” area was created in the lobby.

IDEA NUMBER 65

WILD WEST SHINDIG AND HORSE STRUT

Humane Society of Delaware County

4920 State Route 37 East

Delaware, OH 43015

Contact: Misty Bay, Director
740-369-7387
mistyathsdcaol.com
www.delawarecohumanesoc.org

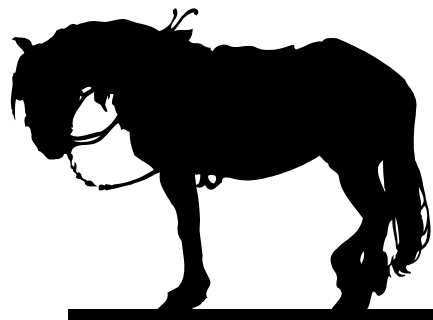
Getting the staff involved in the fundraising process and facilitating an atmosphere of teamwork is an important element in running a successful shelter. At the Humane Society of Delaware County, the animal caretakers were given the challenge of coming up with their own fundraising event. Using the same concept as a walkathon, they added a slight twist by turning it into a horse ride for pledges, using a Wild West theme. Over 150 participated and approximately \$1,500 was raised, including in-kind donations of cat litter.

How to Do It

- Riders collected pledges for the 10 mile trail ride that began at the horse camp and ended at the shelter.
- Riders and horses spent the day at the event to add to the theme.
- A country band was hired to get participants in the mood.
- An "Old-Tyme" photo shoot, complete with costumes and backdrops, was provided along with other games and activities.
- A 4-H group performed a Wild West skit entitled "The Ugly Dog That Saved Ye Olde Towne."
- Shelter staff wore western attire.
- Wild West costume contests were held for adults and children.

Cost

The cost for participants was a bag of cat litter, food or a monetary donation. The cost to host the event was minimal as most items were donated.



JLM/V

IDEA NUMBER 66

ADULT COMMUNITY WORK PROGRAM

Sandusky County Dog Warden

1950 Countryside Place

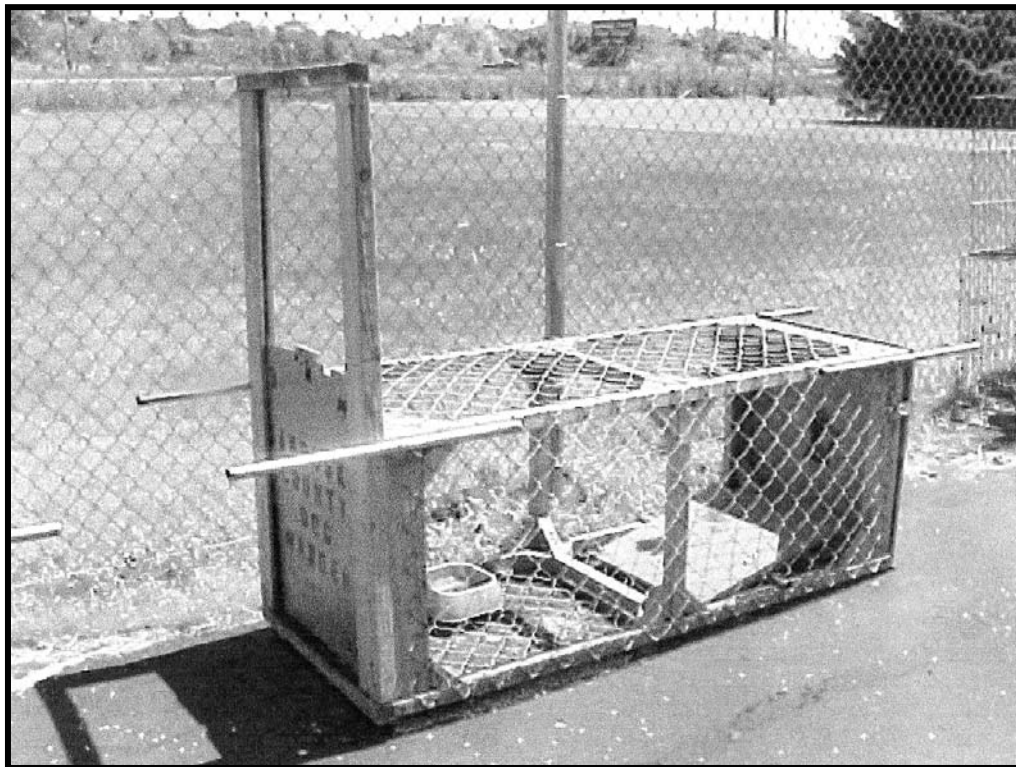
Fremont, OH 43420

Contact: Patricia Forsyth, Dog Warden
419-334-2372 or 419-334-2359
fcs@glis.cc

By working closely with the County Sheriff's office, the Sandusky County Dog Warden is able to reap the benefits of their Adult Community Work Program. Inmates, who are chosen by the County Sheriff for participation and who are non-violent offenders, are sent to the shelter to do odd jobs. A deputy is always present and to date there have been no incidents with any group used.

Not only does the program benefit the animals, it helps the inmates as well. Individuals are able to positively contribute to their community, possibly learn a trade, work off a fine they might otherwise not be able to afford, and build self-esteem through action. More than 10 box traps have been built and the building in which the Dog Warden is located has been painted, free of charge.

To implement a similar program in your area, contact the Mayor's Office or your County Commissioner's Office. They can direct you to organizations that provide their services free of charge.



IDEA NUMBER 67

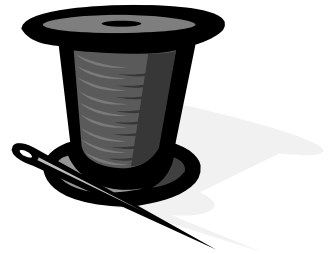
BLANKET THE FLUFFS

Small Paws Rescue

3316 S. 72nd W. Avenue

Tulsa, OK 74107

Contact: Robin Pressnall, Executive Director
918-446-7500
Pup3@aol.com
www.smallpawsrescue.org



Small Paws Rescue is the largest Bichon Frise rescue effort in the U.S. Their volunteers are scattered all over the country. Several of the volunteers got together and started an old-fashioned quilting circle – on-line! They each make beautiful blankets that go home with each and every adopted dog. The blankets fit nicely in a traveling crate and are fully machine washable.

Small Paws reports that adopters go crazy over this blanket program. Each blanket has a little hand sewn tag that says something like “Handmade with Love by *Name of Volunteer.*”

According to Robin Pressnall, “The real beauty of this program is that not only do the adopters get something for their new family member, but the volunteers involved get a real feeling of satisfaction in doing this and have a feeling of being needed – and they are.”

Cost

Minimal – the volunteers purchase the fabric in the sale bins at fabric stores for as little as 50¢ a yard.

Advice

All you need is a sewing machine and a piece of fabric at least 2/3 of a yard or a remnant at least 24” x 24”. You can use woven cotton, cotton/poly blends, cotton flannel, lightweight denim or fleece and batting.

Small Paws has started to carry blankets for sale in their on-line gift shop and will auction several special blankets. All proceeds from sales go to buy batting, fabric and cover any postage costs.



IDEA NUMBER 68

SLIDING SCALE ADOPTION FEES

Oregon Humane Society

1067 NE Columbia Blvd.

Portland, OR 97211

Contact: Sarah D. Bergerson, Adoptions Supervisor
503-416-5031
adopt@oregonhumane.org
www.oregonhumane.org

The intention behind this program is that adoption fees can vary depending upon the desirability of the animal. Smaller dogs that apartment dwellers are searching for due to weight limits, purebreds, exotic or rare breeds, puppies, and the like, are highly sought-after. For those animals, potential adopters can pay anywhere from \$150 to \$300. An animal's temperament, behavioral issues and physical condition are all factors contributing to the determined fee.

Having the flexibility of a sliding scale enables the shelter to lower the adoption fee on an animal that is less likely to be adopted due to age or medical issues, thereby increasing the chance of adoption. The shelter is better able to absorb the cost of veterinary care through this system as well.

When instituting such a system, staff plays a key role. First, input is needed on what types of animals are in high demand and what is a reasonable fee based on that demand. The determination of the adoption fee is strictly limited to management to avoid confusion or inconsistency. Staff and volunteers need to understand the reason for the variations in fees so they may correctly relay this information to potential adopters. Flexibility in the system is also important. Do not overlook a good home for a pet simply because of the fee – it is crucial to work with clients in the best interests of the animals. Consider lowering the fee if the animal has not been adopted in a few days.



IDEA NUMBER 69

NEWSLETTERS THAT GET ATTENTION

Oregon Humane Society

PO Box 11364

1067 NE Columbia Blvd

Portland, OR 97211

Contact: Kathy Covey
503-416-2985
kathyc@oregonhumane.org
www.oregonhumane.org

The Oregon Humane Society in Portland Oregon has implemented a very successful idea for getting people to notice their calendar of events and general information. They have posted their newsletter inside each restroom using an acrylic 8 1/2 x 11 sign holder.

A newsletter is crafted weekly using a desktop publishing program. This newsletter includes a calendar of events for the week(s) to come, has one or two articles of interest (generally taken from media releases, event announcements, behavior/training tips, descriptions of products in the stores, announcing new services, etc.)

Cost

The newsletter is updated weekly, dated, printed in color, and put into the stalls on Friday mornings before the shelter opens to the public.

The cost of the newsletter holders can be up to \$6 (depending on where it is ordered). OHS recommends the self-adhesive kind as they require no tools to put up and can be easily removed as needed.

- Keeping the newsletter updated with pictures and new articles enhances your shelter's visibility, and so it's a good idea to keep extra copies in each restroom so the visitors will feel free to take one with them.
- Printing costs are nominal.



IDEA NUMBER 70

SOFT CLAWS

Oregon Humane Society

1067 NE Columbia Blvd

Portland, OR 97211

Contact: Penny Godwin

503-416-2990

sandy@oregonhumane.org

www.oregonhumane.org



How would you like to protect cats from declawing surgery, while making some money for your shelter?

Soft Claws are a latex sheath that fits easily over a cat's trimmed claw (not the paw) and is secured with an adhesive. It helps pet owners make the decision to keep their cats indoors exclusively without the risk of property destruction. Additionally, it allows a new pet owner to be more relaxed and patient with scratching post training, which helps the training to be more successful.

Soft Claws is not heavily advertised to the general population, so this product is relatively unknown. By offering the product at animal shelters, having staff or volunteers demonstrate how easy soft claws are to apply, and promoting Soft Claws by having several selected cats wearing them (with their dramatic colors used to advantage) the public can be educated about the product (www.softpaws.com) and fewer cats declawed.

How it Works

- Have Soft Claws available for purchase in the shelter pet store or adoption office.
- Have adoption counselors, staff and/or volunteers trained to demonstrate or explain the Soft Claws application process.
- Have several shelter cats wearing the colorful Soft Claws, which opens a dialog between the public and the staff/volunteers to discuss Soft Claws vs. declawing. Many people do not understand that declawing is amputation and can result in negative cat behavior. The more people that know what this procedure entails, the fewer times the procedure may be performed.
- When doing adoption outreach / television spots where shelter cats have an opportunity to be viewed by a larger segment of the population that are potential adopters, put on Soft Claws. Again, this will offer an opportunity to discuss the product and its benefits.

Cost

- Training staff and volunteers to apply the Soft Claws and demonstrate the application is the only real time investment.
- The shelter can actually make money on the product because the sale price on the internet and at pet stores is roughly double the wholesale value. The shelter needs only to be competitively priced rather than under sell other vendors. Again, using opportunities already available (adoption outreach, pet-of-the-week, in-shelter animals) to market the product, there is no real promotional expense.

Continued on next page.

Considerations

Most cats don't even notice the Soft Claws once they are applied. On occasion if you get too much glue in the latex sheath, a little glue will get on the cat's paw below the claw, especially those with long hair on their paws. In this case a cat may lick and/or chew at the stuck hair until it no longer bothers it. It does not represent a danger to the cat, but the public may think the cat is reacting to the Soft Claw when it's actually the glue in their hair. When selecting cats to demonstrate the product, pick ones whose coats will make the product more noticeable. Black cats are great demonstrators. No matter what color you select (red, hot pink, purple or blue) they show up in stark contrast to the black paws. It also draws attention to the black cats, which are often in need of additional exposure.

A promotional consideration would be to apply Soft Claws to every cat adopted during June, "Adopt-a-Shelter-Cat Month" as a little extra perk for adoption. Once the Soft Claws are on, the new owner may make efforts to keep them on. Once a full set is applied it is only necessary to replace them as they come off naturally, over a three to six month period. It is much easier to clip and cover a couple of claws at a time rather than an entire set in one setting. Applying Soft Claws can take two people about five minutes per cat, and is as easy as clipping their nails, and almost as fast.

IDEA NUMBER 71

SECOND CHANCE INTER-AGENCY PROGRAM

Oregon Humane Society

1067 NE Columbia Blvd

Portland, OR 97211

Contact: Sandra Lynn Farnsworth

503-416-2990

sandy@oregonhumane.org

www.oregonhumane.org



The Portland Oregon Humane Society has implemented a “Second Chance Inter-Agency Program” which helps to save thousands of animal’s lives each year.

The program started in mid 2000 as a way to help with Oregon's animal over-population issues, to increase the number of animals adopted and decrease the numbers of animals euthanized. Different shelters throughout Oregon had breeds that were highly adoptable at the Oregon Humane Society facility, but had been housed at the other shelters for weeks. OHS talked with all of the shelters to determine which breed types each group took in, and what was and wasn't easily adopted from their shelter. The idea was to “trade” the breeds each shelter was successful at adopting. This was such a success that the program was expanded, especially in some of the smaller shelters that were forced to euthanized adoptable animals due to kennel space (surplus). There are now 36 animal shelters in Oregon and SW Washington involved with the Second Chance Inter-Agency Program.

In 2000, the program took in 642 animals from the area shelters that were consider "surplus" and would have been euthanized for "not enough space." In 2001, the number almost doubled to 1,089, and in 2002 there were 1,684 Inter-Agency transfers. The OHS facility also benefits from this program as it affords the shelter animals a second chance at adoption prior to euthanasia.

How it Works

- Determine which department within your facility should oversee this program. Have them talk with as many shelters as possible to establish which ones are willing to work with the program.
- Create written guidelines for the shelters that do Inter-Agency transfers with your facility. The guideline should list what breeds you can and cannot accept.
- Find out what breeds are most common at other shelters and what they have difficulty placing.
- It is important that you start off gradually with this program so that you do not overwhelm your staff or compromise your shelter.
- An updated shelter contact list is imperative so you can reach local shelters.
- Implement a temperament test on all of the transferred dogs.

Cost

The majority of the costs associated with this program are for transportation (i.e. gas, wear on transportation vehicle).

- No extra staffing is needed for this program, just someone willing to work this program into their daily work schedule.

Advice

- Communication has really worked to help keep this program running smoothly.
- The Portland Oregon Humane Society guidelines can be made available if needed.

JLB

IDEA NUMBER 72

ANIMAL ADMISSION BY APPOINTMENT

Oregon Humane Society

1067 NE Columbia Blvd

Portland, OR 97211

Contact: Autumn Rose White
503-285-7722
receiving@oregonhumanesociety.com
www.oregonhumane.org

Animal Admission by Appointment is a well-publicized program designed to gain control of the amount of animals brought to the Oregon Humane Society shelter each day. Sometimes 60-80 cats/kittens and 20-30 dogs were received in a day — an overwhelming number of animals to handle on a daily basis.

Admission by Appointment had an additional benefit: OHS is also able to learn about the animal before it arrives at the shelter. Owners were educated about other options for rehoming their pet, training advice, and whether their animal would be suitable for adoption at the shelter. It is usually very difficult to discuss these options with "walk-ins." Owners are more willing to try other methods when they were provided with this information on the phone prior to surrender. If the owner schedules an appointment, they often cancel because they have found another home or made the decision to keep the animal.

How it Works

Let the general public know that you are now an "appointment based facility"

- The Oregon Humane Society placed the information in their quarterly magazine and in their admissions office.
- Place the information on your website
- Use your phone as an effective method of circulating the information. It might take a year or more before the program is an operational success.
- Another important factor is to let the public know why you are modifying the intake process. Make it simple: to decrease the stress for the animal and the client, and to insure a kennel for the animal.

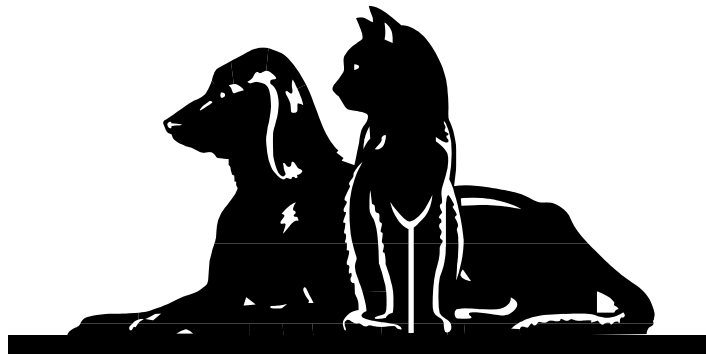
Cost

- The cost to convert to an appointment based facility was minimal. If you don't have a PR & Marketing department ask outside advertising professionals for assistance. Many of these businesses offer a discounted price and sometimes no fee at all (they may be able to write it off as a donation for tax purposes.)
- City bus benches or even the city buses themselves offer an advertising spot.
- Signs in veterinarian offices are another good place to post the information. It is a quick and to-the-point advertisement, so it is easy to read. Make the signs new and refreshing so that the public will read your information.

Continued on next page.

Advice

- Set a standard number of animals allowed in a day, so that you don't overschedule.
- Make the community aware of WHY you are changing: i.e. focus on the fact that there will be no waiting in line and less stress on them and their pet, as well with private consultations to address their personal needs.
- Announce the next available appointment date for dogs, cats and other animals on your GREETING voicemail message.
- Expect a lengthy period before the program is fully operational
- If the community is reluctant to adhere to the policy change, you may wish to consider charging an intake fee.
- Hand out business cards with the date and time of the appointment.
- Research other rehoming options. Have the information for rescue groups, other shelters and animal organizations handy. Have apartment and rental agencies ready for those who have to move and cannot find a place that allows their pet.



IDEAS NUMBER 73

CAT CREATED ART AND AUCTION EVENT

Oregon Humane Society

1067 NE Columbia Blvd

Portland, OR 97211

Contact: Kristin Bigler

503-285-7722

volmgr@oregonhumane.org

www.oregonhumane.org

A gallery opening and auction of cat created paintings, "Pawspectives of the Oregon Humane Society: Feline Artists Express Themselves."

The program is a "gallery opening and auction" of cat-created paintings presented as a real art event and fundraiser with tours led by trained staff, silent auction, live cat art demo, cat adoptions and refreshments. The concept of cat paintings came from *Why Cats Paint* book by Heather Busch and Burton Silver, as well as the enrichment programs done with elephants and primates. The other ideas for the evening were based on how a real gallery might present a new exhibit with the bonus of potentially going home with an "artist" and some art!

How to Do (the Art)

- Set up a studio with kennel lining paper and white drop cloth sheets.
- Buy or find a sponsoring frame shop to donate frames for the finished pieces. You can then cut the paper with the paint on it to fit the frames.
- Get spray catnip, feather dancer and laser pointer toys (the cats and the art/cat lovers had lots of fun!)
- Have the cat paint in batches as needed. (NOTE: Not all cats will play, eat and create paintings. Some will be too focused on one activity over another. The best "artists" were those who were a little more feisty and active.)

Cat Paint Recipe:

Water from one can of tuna, enough milk to equal 1/2 cup, 1/8 cup cornstarch

Bring the ingredients to heat until they thicken to a consistency of a milky pudding.

Add cake decorator's dye or food coloring to the base. You have 10-15 minutes to use the paint before it cools.

- Another type of artwork was done with canvases from a craft store. Color the background in a single color with Elmer's fingerpaint. Have a cat dip its tail and paws into the paint and then play. Have a volunteer follow a cat while it whips around catching "the tail expressions."
- Leave other canvases unframed. Give each piece a number; put a sticker on the back with the name of the cat that created the painting (and a reminder to keep the art out of direct sunlight or moisture) and a thank you for their support.
- Place bid sheets under each piece of art with a minimum bid and a "Buy Me Now" price. (The auction in Oregon lasted two hours and raised more than \$4,000. All 54 pieces were sold.)
- During the event you may have trained staff or volunteers lead tours who describe the collections, techniques and artists' inspirations (very tongue in cheek mixed with correct art terms, etc.)

Continued on next page.

- If you have a Webcam you can have a live cat art demo room. And a slide show of art pieces on your website.
- White and black tablecloths can be draped to create the mood, along with white balloons, champagne, refreshments, and jazz music played in the background.

Cost

Supplies: frames (\$250), tuna, cornstarch, milk, paper/paint supplies (\$100), food & beverage (\$250), staff time (100 hours approx.), promotional postcards (\$150)

Resources

- Volunteers or staff with hours to donate to create the art. This can take an hour (for two to three pieces), if you really want a well covered painting, and you will need time to find the artistic “style” of your feline residents.
- Volunteers to write speeches, frame/cut/mount art, create promotional materials, prep food and gallery exhibit.
- It helps to have someone knowledgeable about art world to help script the artists' statements, guide volunteers on color palate, framing, and cat handling. Add an online slide show on your website.

Advice

- Oregon Humane was surprised at how fast and popular the two hours were. If you wish to have art on hand after the event, prepare to create more than the pieces offered that evening. You can sell pieces throughout the month.
- Promotion included creating a postcard from www.modernpostcard.com as well as a flyer distributed to all of the local art galleries.
- Press release and media alerts were sent to the local press. The Society ended up getting coverage from all of the television stations, a cable TV segment, and feature articles in the Oregonian (their main newspaper), as well as a couple of local weeklies.
- Be prepared to explain the cats' enjoyment of the process and have fun with the idea of the humans as the artists' assistants.
- Cats need encouragement to paint. The palette becomes the palate!
- Plan to create the art at least two to three months in advance so you can choose the best pieces for display. Framing is a must since this moves the homespun quality of the pieces to more of a more professional feel.



JLB

IDEA NUMBER 74

24-HOUR HOLD DEPOSIT

Oregon Humane Society

PO Box 11364

1067 NE Columbia Blvd

Portland, OR 97211

Contact: Sarah Bergerson
503-416-2985
adopt@oregonhumane.org
www.oregonhumane.org



For clients who are “not quite ready” to adopt the animal that they have spent time with and selected, the Oregon Humane Society has two “hold options” for them:

1. The animal can be held for four business hours at no charge, or
2. The animal can be held for 24 hours for a \$10 non-refundable, non-transferable deposit.

If the client does not come back for the animal, the deposit becomes a general donation for the shelter. If they (happily) do return for the animal, the deposit is applied to the adoption fee. (This fee is only for an animal whose adoption fee is over \$10.)

How it Works

- After your counselors and the administrative department have decided to implement this program then you will have to decide what to say to other clients.
- The 24 Hour Hold client is treated the same as any other adoption. The client is approved to adopt the animal they have selected before it can be placed on hold. Oregon Humane Society staff gives the client all of the booklets pertinent for the animal and, if appropriate, training tips to consider so they can prepare for their new companion before they return to complete the adoption.
- A short form is filled out and photocopied with the \$10 deposit. The photocopy will serve as the clients' receipt.

Advice

Having multiple holds on the same animal (“back-up holds” after the initial hold) has been a concern of staff. Any client placing a “back-up hold” on an animal should be informed that there is a 50/50 chance that the first potential owner will return to complete the adoption. Back-up holds are encouraged, however, so that if the first hold doesn't go through, other potential owners are ready to go.

If the animal is not adopted the \$10 donation helps to cover the costs accrued by housing the animal one more day.

JLB

IDEA NUMBER 75

*6 CAT INDEPENDENCE DAY*9*

The Humane Society of the Willamette Valley

P.O. Box 13005

Salem, OR 97309

Contact: Susan Carey, Executive Director
503-585-5900
susan.carey@hswv.com
www.hswv.com

At this one-day event, held on the Saturday after July 4, adult cats over one year of age are adopted out free of charge. This event produced 59 adoptions and one of the highest sale days on record at the Humane Society's retail store. Adopters, of course, are screened as thoroughly as at any other time with the emphasis on making the best match possible.

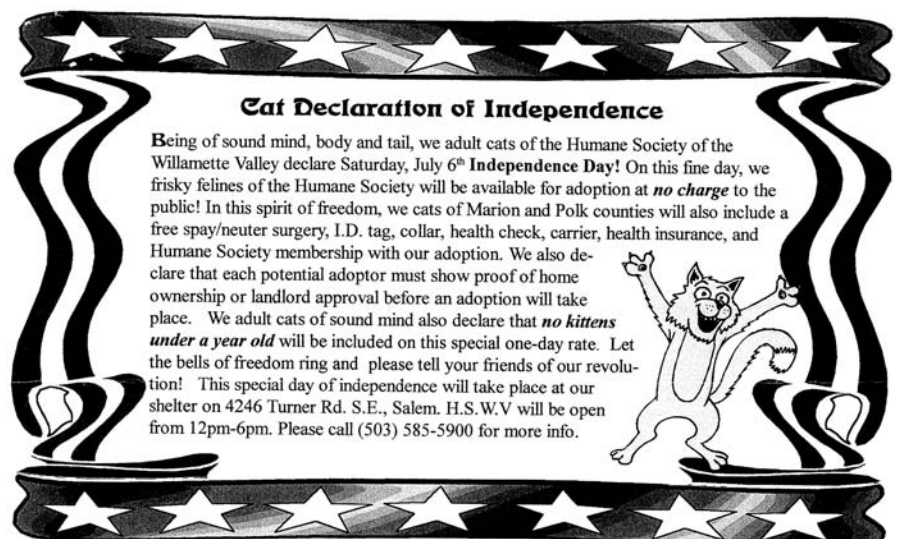
- "Cat Independence Day" was advertised in the local newspaper and radio stations the Friday before the event.
- A patriotic theme was used to decorate, and the kennel cards for each eligible cat were marked with flag stickers.
- Additional staff was trained in advance to perform adoptions. Volunteer staffing was increased in the Cat Room, Lobby and Adoption Center Greeter areas.
- Adoption applications were available on clipboards and handed out to those gathering outside the door prior to opening.

Additional Advice

- Offer a coupon, valid for two weeks, to anyone who comes too late in the day to complete an adoption or who doesn't find the right cat for them.
- Notify your veterinary community in advance, particularly if you have a system of free health check-ups at specific clinics, as they may see a dramatic increase in adult cat visits.
- To increase store sales, create cat starter kits in advance and place them in the adoption office.
- To keep these events from diminishing adoptions on other days, randomly select the date and theme and announce the event with only one day's notice.

Cost

The only cost incurred for this event was a newspaper ad, which can vary depending upon the publication and size.



IDEA NUMBER 76

MIDDLE SCHOOL DOG WALKING PROGRAM

Humane Society of the Willamette Valley

P.O. Box 13005

Salem, OR 97309

Contact: Jennifer Hatch, Manager of
Volunteer Services
503-585-5900 ext. 312
volunteer@hswv.com
www.hswv.com



Children and animals are a natural combination – it can also be a winning combination when their interactions can facilitate growth and development for each other. The Humane Society of the Willamette Valley has developed a dog walking program utilizing middle school children. The program provides a positive, confidence-building experience for the kids while providing a release and additional exposure for the dogs.

How It Works

- Recruit a school employee with great organizational skills and a love of dogs.
- Train the school employee as a volunteer dog handler. The more experience he/she has, the easier it is to implement the program.
- Have the employee recruit appropriate children and adults that have an interest in working with the dogs.
- The ratio of children to adults is 2 to 1. Adults can also be the parents of the students or other school faculty.
- Have the volunteers complete the appropriate paperwork (waivers, emergency contacts, etc.).
- All program participants must attend a new volunteer orientation.
- The lead volunteer trains the adult volunteers to train the children.
- During the first week of the program, additional volunteers are needed to assist.

Cost

The only cost incurred is the salary of the Volunteer Manager. The program itself can be rather labor-intensive for the lead volunteer who is responsible for coordinating the students and their supervisors.

Additional Advice

- Make sure the lead volunteer is dedicated and well organized.
- Start out slowly, covering only one or two days a week initially.
- Try to have regularly scheduled, weekly commitments from the same teams of adults and children.
- The adults provide transportation from the school to the shelter.
- Provide on-going education classes on dog behavior, basic manners, etc. This keeps the volunteers informed and interested while improving the quality of their interactions with the dogs. It also facilitates safer interactions.

IDEA NUMBER 77

*“HUMANE SCIENCE AWARD” FOR SCIENCE FAIRS

Women’s Humane Society

3839 Richlieu Road

P.O. Box 1470

Bensalem, PA 19020-5470

Contact: Janice Mininberg, Director of Education

215-750-3100 Ext. 241

whsedu@aol.com

www.petfinder.org/shelters/PA102.html

Science fairs can provide a unique opportunity for your humane society to promote animal welfare.

Science fairs generally fall into two grade groups: 4-6 and 7-12. The lower grades focus on general scientific concepts such as earth, life and physical sciences as well as team and consumer projects. The upper grade experiments fall into 14 specific categories such as behavioral/social sciences, chemistry, zoology, biochemistry, environmental sciences, and botany.

The International Science and Engineering Fair (ISEF) conducts science fairs and student experiments are subject to approval. Schools, however, may hold their own science fairs, with their winning students advancing to a countywide science fair. If you have never seen a science fair before, contact a local high school or county science fair coordinator and ask if you can observe their science fair judging. Explain that you may, in the future, create a special award to reward students for humane treatment toward animals in experiments.

How it Works

First, inform the coordinator of the fair that you are interested in giving a “special award for animal welfare.” The Women’s Humane Society (WHS) defined its award as follows: “The Humane Science Award goes to the student who treats his/her animal(s) in a humane fashion, finds alternative methods to animal research, or designs a project that would benefit animals.”

Any experiments that test for mortality levels of vertebrates, involve invasive testing, cause stress, pain or deprivation of any kind (food, water, sleep) are eliminated from consideration.

When judging the experiments, review the project boards. Read the information carefully and check the student’s data or record-keeping books. Carefully review each project to see if it matches your special award’s criteria as well as demonstrates good science.

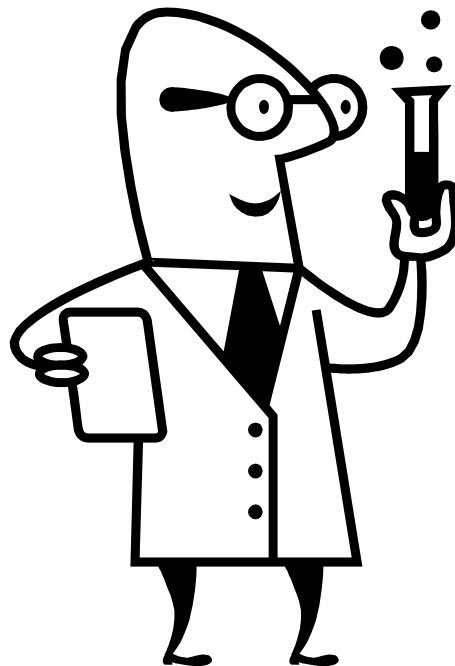
Next, interview the students. Explain that you are a special award judge and not the Primary Fair Judge. Keep your questioning period to five minutes. Always congratulate the student for completing the project and participating in the science fair.

When judging the projects, remember to rate the experiment on its own merit. It is always recommended that you bring another co-worker with you to facilitate the process. Have a very short speech prepared: who you are, the name of your organization, its mission and the criteria for the award. Then announce the winners, starting with honorable mention to first place.

Continued on next page.

The international science fair requires a minimum of \$500 for first place, but local and regional fairs have much lower requirements. Consider \$100 for first place and \$50 for second place. Also, give each winner a certificate, even the honorable mentions. If you have a logo pin for your agency, it is a nice gift to add to the certificate.

Along with their award, make sure you hand the students a press release form. When signed by their parents or guardian, it allows you to use their pictures in newspapers or in your organizational newsletter. This will assist you in letting the public know that humane science is good science!



IDEA NUMBER 78

6 READING FUR FUN 9

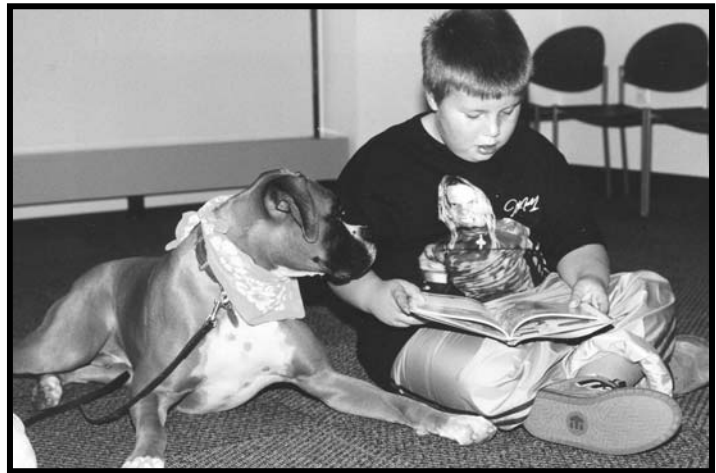
Potter League for Animals

P.O. Box 412

Newport, RI 02840

Contact: Pat Heller
401-846-0592
path@potterleague.org
www.potterleague.org

The Potter League for Animals has a humane education program that involves kids, dogs and reading. The reading specialists in the schools select the children they feel would most benefit from such a program including reluctant readers or those reading below grade level.



“Reading Fur Fun” provides children with an opportunity to read to a nonjudgmental “pawtner.” The sessions are conducted at local schools or libraries, and the dogs, all who have passed the Canine Good Citizen Test, are owned by volunteers.

How It Works

- Volunteers and their pets are recruited and screened in advance.
- Dogs are evaluated by staff for participation and must pass their Canine Good Citizen Test.
- Sessions need to be coordinated with the schools and libraries.
- The literacy kits should be chosen and organized to span several reading levels.
- Sessions at the schools or libraries need to be supervised by staff or trained volunteers.
- The children choose books with humane themes from the literacy kit provided by the shelter. They read aloud to their “pawtner” during sessions that run between 20 and 30 minutes. The sessions are typically offered once a week for five to six weeks.
- A lesson in safety around dogs is included in the first session of the program.
- Each child gets to choose a free book to keep at the end of the program.

Cost

Books are purchased for both the literacy kits, and the free graduation give-aways. Doggie bandanas must also be purchased. Start up costs may run between \$3,500 and \$5,000 including staff time; however, several grants were easily obtained to fund this program.

Benefits

The program has received rave reviews from the children, their parents, the school and library staffs and shelter volunteers. Parents and teachers report that the students involved have shown a significant increase in their interest in reading.

IDEA NUMBER 79

GREAT GREETINGS!

Potter League for Animals

P.O. Box 412

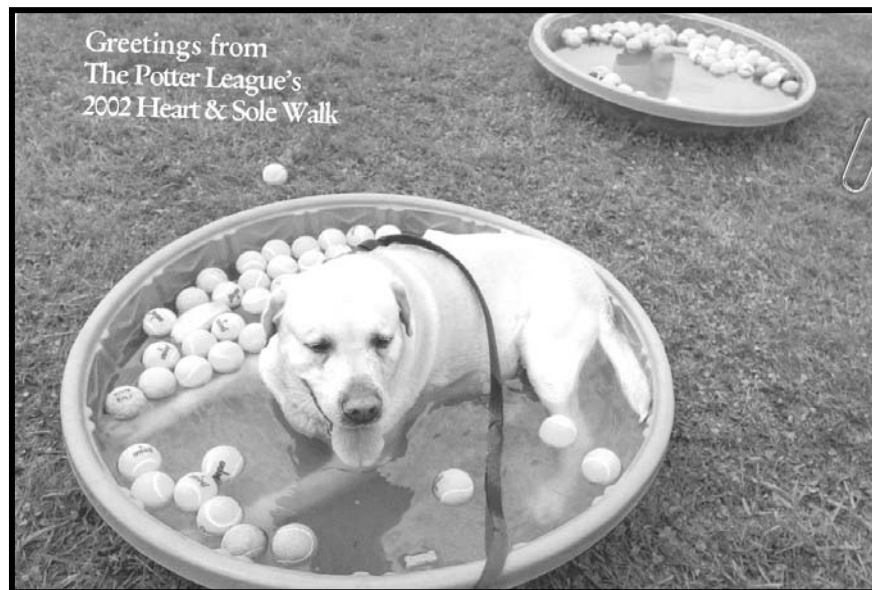
Newport, RI 02840

Contact: Pat Heller
401-846-0592
path@potterleague.org
www.potterleague.org

A terrific way to thank your donors and participants while advertising your event is to turn your event photos into postcards. The Potter League for Animals picks the most interesting and fun photos taken at their dog walkathon and makes them into postcards to acknowledge donors, walkers, volunteers and supporting businesses.

Funky photos with "Greetings from the Walk for Animals" grace the front of the card, while the thank you message and organizational information including mailing and web address, and phone number are imprinted on the back.

Potter League uses Modern Post Cards in Carlsbad, California for a fairly inexpensive product with a quick turnaround time (500 postcards cost \$137 plus shipping). Their website address is www.modernpostcard.com



IDEA NUMBER 80

BOXED LEARNING

Providence Animal Rescue League

34 Elbow Street

Providence, RI 02903

Contact: Jane Greco-Deming, Director of Education
401-421-1399
education@parl.org
www.parl.org



Educating the public, particularly children, is the key to solving the pet overpopulation problem and teaching empathy and respect for all living things. The Providence Animal Rescue League has a comprehensive education program. In addition to their work with schools and other groups, the shelter has partnered with a local children's museum to help spread the word. In an effort to quickly accommodate requests for presentations, flexible enough for most age groups, and to keep the program simple for staff and volunteers, the education department has developed approximately 12 boxed presentations. Each of the following was put together for less than \$100.

How It Works

1) Eureka!

Due to the demand for more after-school programs, Providence needed to create additional programs that involved the group and made them think. Kids are generally quite savvy when it comes to animal facts, so the Education Department decided to take it to the next level. The rule of this activity is simply – if you know the answer say “Eureka!”

Using books about animals and computer downloads, the department generated 25 animal feats and phenomena. With calendar pictures, magazine photos, and other sources, they made 8 ½” x 11” laminated sheets with pictures on the front and information on the back. Each of the cards asks and answers questions about animals. Some of the questions include: What is the biggest land mammal in the world? What bird builds the biggest nest? What bird flies the fastest? Name the largest turtle. Which snake species is the largest?

Props were designed for occasional use during discussion. For example, for the snake a tennis ball on a string in a cup is used and it is shot across the room away from the kids. A local zoo donated an ostrich egg and reindeer antler. All of the items are placed on a table draped with a jungle-pattern drop cloth.

Using the pictures and the props the volunteer asks the questions. The first student to exclaim “Eureka!” gets to answer the question. At the end of the program handouts are provided that are designed to complement the day's lesson.

Continued on next page.

2) Egg-cellent Eggs!

A popular program in the spring, it starts by discussing eggs and using books, artifacts and pictures as props. Who lays eggs, the size and shape of eggs, and where eggs are laid is discussed. Reptiles, amphibians, fish and insects are examined and how each lays a different type of egg based on many variables.

Using a felt board and plastic eggs, the children each pick an egg to put under an animal that lays eggs. Once the students have finished applying the eggs, the discussion follows on which animals really do lay eggs and whether or not the children made correct placements. Typically a bird or a reptile is brought in to discuss in more detail the individual aspects of that animal's eggs and behavior. Supporting handouts accompany the program.

3) Understanding in a Bag!

For small groups such as scout troops, a more intimate form of interaction and dialog can be employed. For these groups, typically aged seven-12, "Understanding in a Bag" is implemented. The following items are examples of some of the items contained in the bag:

- A one dollar bill (financial aspect of having pets)
- A small plastic bag (cleaning up after your pet)
- A collar and ID tag (your pet's ticket home)
- A brush (grooming)

After a brief introduction, the interactive portion of the program begins by putting the group in a circle and asking each participant to pull one item from the bag, and then think about how it might relate to pet care. Going around the room clockwise, each student is asked to explain how the item might relate to being a responsible pet owner.

At the end of this discussion, the educator does a wrap-up of what the group thought were important issues. A checklist is included for the presenter to ensure that every aspect of pet care is covered.

Eureka!

Some schools just love our after school programs and each year ask for more and more. As a result we were looking for programs that involved the group and made them think. Today, as a result of the Animal Planet, kids are truly savvy about animal facts so we took that to the next level. The rule of this activity is simple, if you know the answer, say, "Eureka!"

With a couple of great books about animals and some computer downloads, we came up with 25 animal feats and phenomena's. With calendar pictures and magazine photos along with what we could get off the internet we made 8 1/2" by 11" sheets with pictures on the front and information on the back and laminated the cards. Each of the cards asks and answers a question about animals.

Some of the questions included:

- What is the biggest land mammal in the world?
- What bird builds the biggest nest?
- How big is the biggest butterfly?
- Name an animal architect.
- What bird flies the fastest?
- Who lays the biggest egg?
- Which snake species is the largest?
- Name the largest turtle.
- Etc.

We also designed some props to use occasionally with the discussion.

For the snake we have a tennis ball on a string in a cup that we shoot across the room away from the kids. It is 28 feet long. We used a big paper plate with a drawing of the largest spider and we used color construction paper to make a 12" butterfly. A local zoo gave us an ostrich egg and a huge reindeer antler. Another zoo gave us a giant snake shed and a peacock feather. We also bring a variety of books about amazing animals. All of the above items are placed on a table draped with a gorgeous jungle drop cloth.

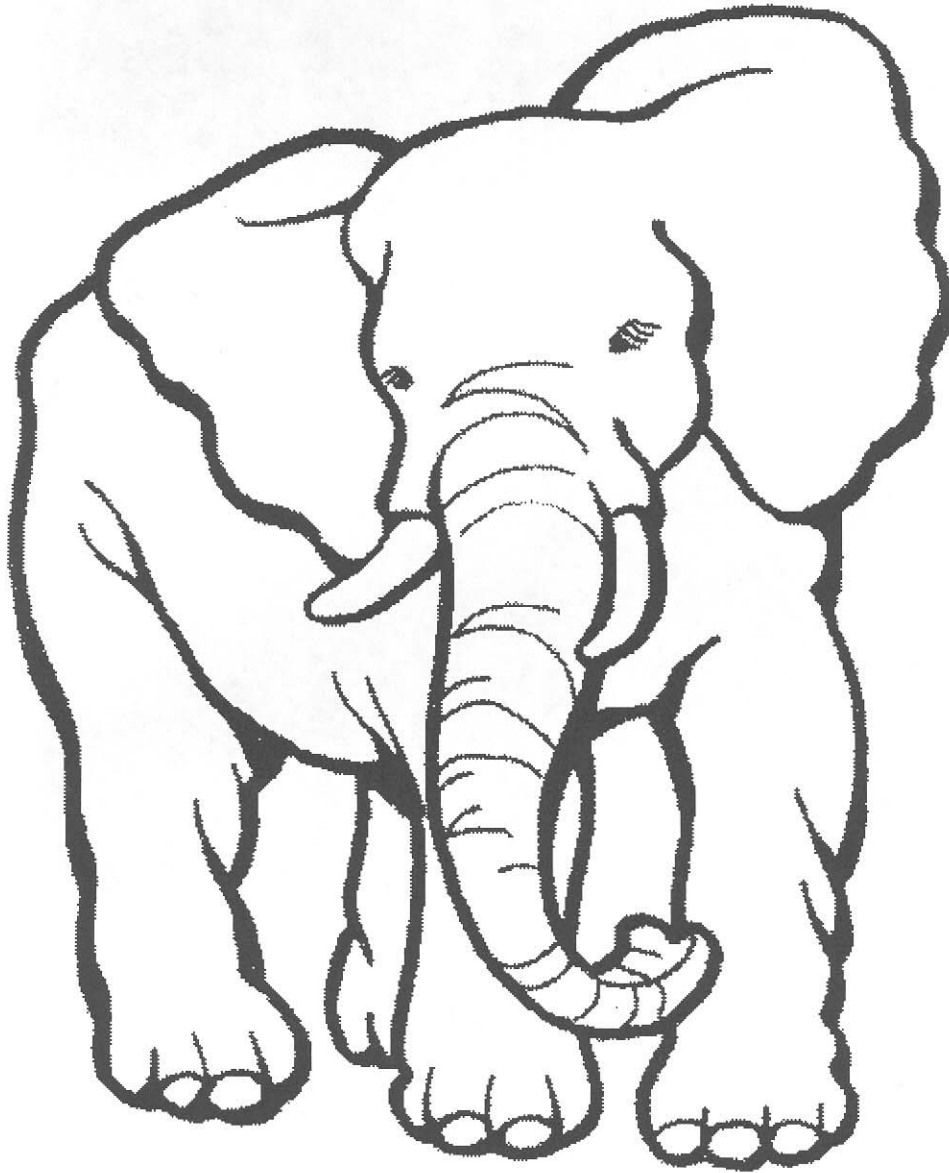
Using the pictures and the props we ask the questions. The first student to exclaim, Eureka, gets to answer the question. Funny how kids get so excited that they forget the word. We have a big sign with the word *Eureka* displayed on the table. It is remarkable how much children know about animals.

At the end of the program we hand out a couple of activity sheets that we designed to complement this program. Since we came up with the program we have also presented it at the children's museum for a crowd of children and adults. Grown-ups were amazed to see all that the kids knew and surprised to find out that they don't know it all.

This is a fun activity for all ages and group sizes!

Provided by Providence Animal Rescue League.

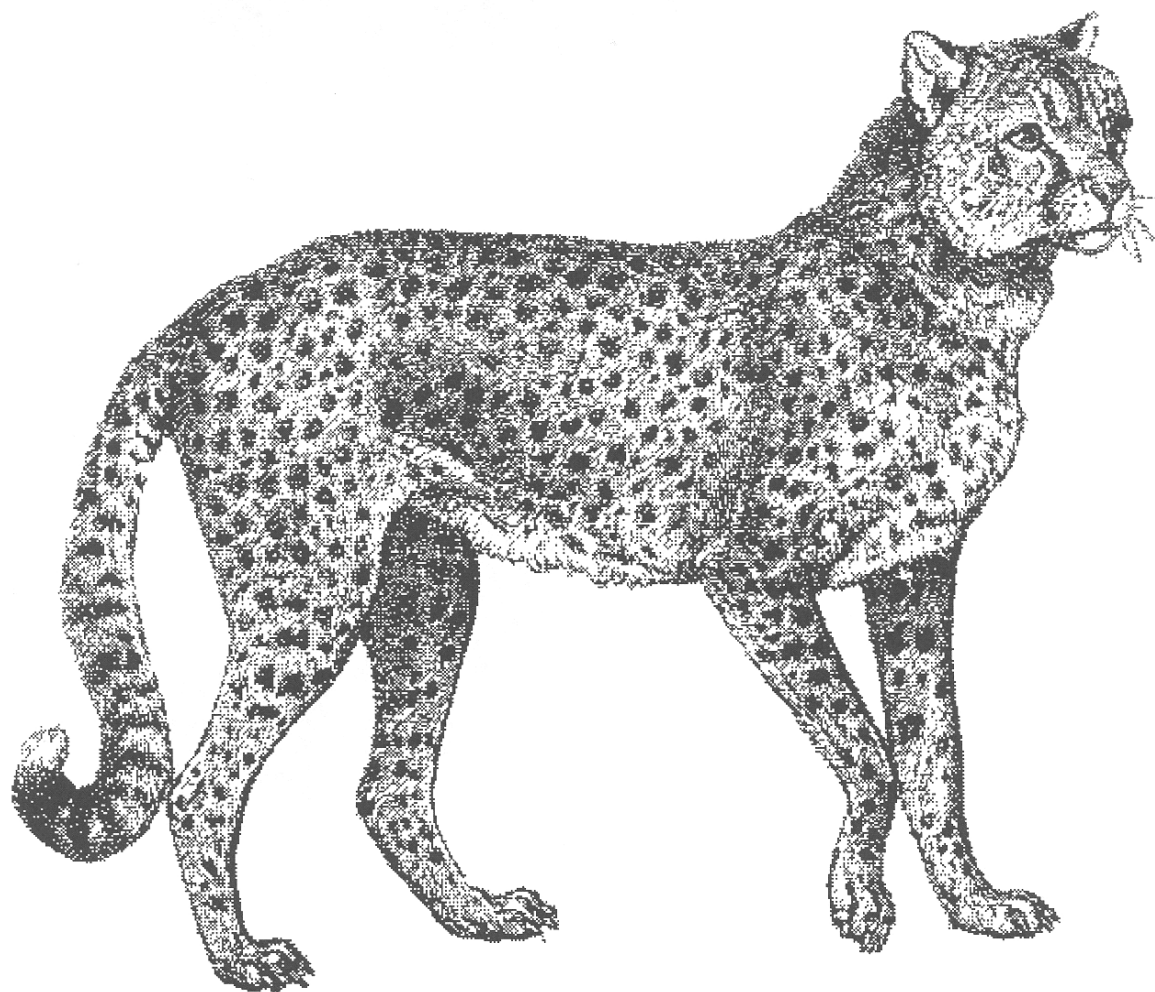
**I am the largest land animal in
the world. What am I?**



Color me!

**Project: Education
Providence Animal Rescue League
34 Elbow Street, Providence, RI 02903
401-421-1399 education@parl.org**

**I am the fastest runner on earth.
What am I?**

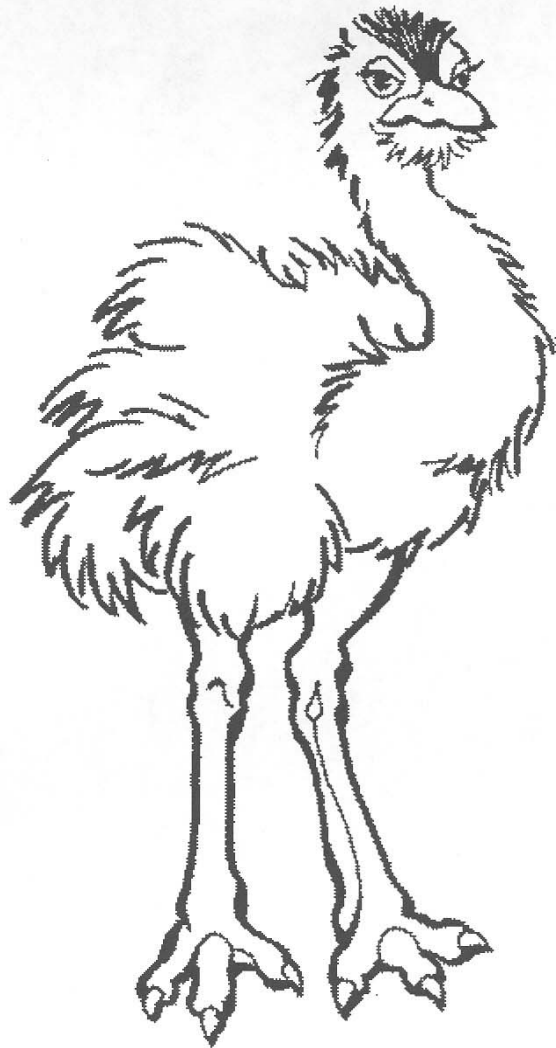


Color me!

**Project: Education
Providence Animal Rescue League
34 Elbow Street, Providence, RI 02903
401-421-1399 education@parl.org**

cheetah

**When I grow up, I will be the biggest
bird. What am I?**



Color me!

**Project: Education
Providence Animal Rescue League
34 Elbow Street, Providence, RI 02903
401-421-1399 education@parl.org**

Answer: Ostrich

Egg-cellent Eggs!

For kids K-3!

Eggs are a mystery to kids.

What is inside? Why don't my breakfast eggs hatch while they are waiting to be fried? Which animals lay eggs? Not the Cadbury bunny, that's for sure!

Eggs are an incredible invention of nature that protects a tiny developing life. The egg allows adult animals to forage, bathe and drink without the encumbrances of an infant inside. Birds, turtles, snakes, amphibians and many fish have the luxury of that freedom. Some eggs require heat to develop, while others require cool water. Some eggs hatch inside the female so it looks like the animal is not an egg layer at all. Eggs come in many shapes that help them to survive in precarious locations and sizes from a 1/4 of an inch to 12 inches, with varying colors that camouflage or are simply white. Eggs are amazing!

For this program, which is most popular in the spring, we needed:

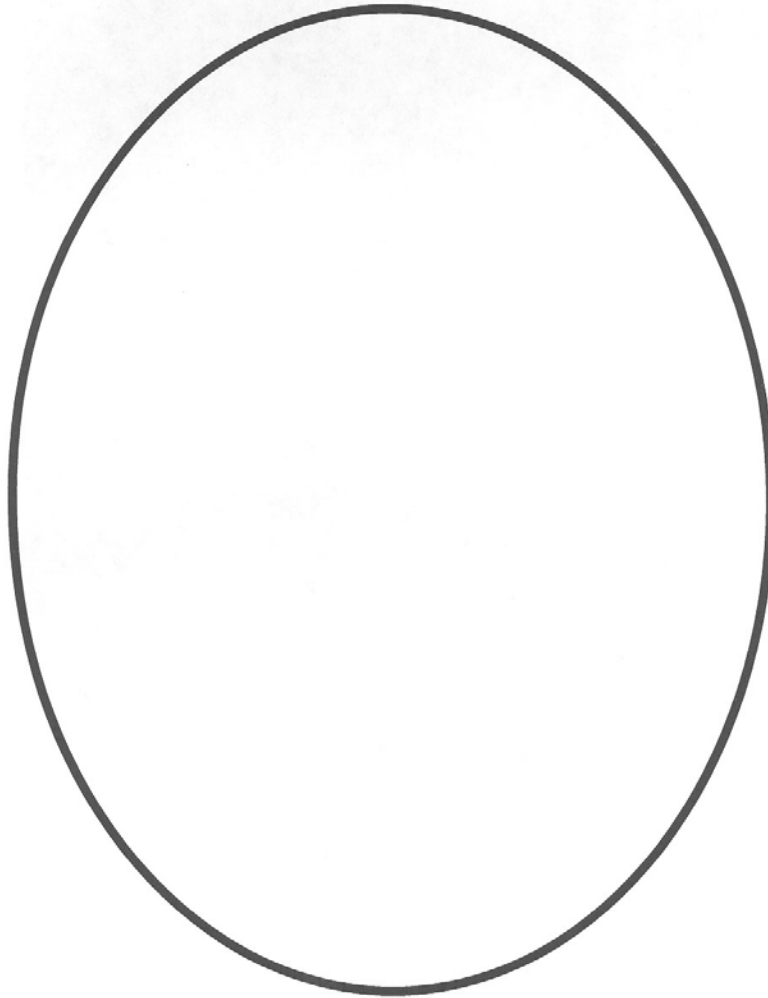
- Samples of real eggs (blown out)
- A few wooden eggs that we painted to look real
- Crafting clay to make elliptical eggs
- Children's books on egg development and who lays eggs
- A felt board
- 2 dozen 3" plastic Easter eggs
- Velcro
- 16-12" laminated pictures of animals, including a whale, a flea and rabbit
- A laminated sign that asked, "Who Lays Eggs?"

We start the program by talking about eggs and using books, artifacts and pictures as props. We also use pictures of nests. We discuss who lays eggs, the size and shape of eggs and where eggs are laid. We discuss the incredible variety of birds and their eggs. We talk about reptiles, amphibians, fish and insects and how each lays a different type of egg based on many variables. Using the ostrich egg we talk about the fact that bird eggs allow for breathing. The egg is porous enough to allow for the exchange of oxygen and carbon dioxide, and to keep the embryo moist. Then with an inner cuticle it is tough enough to keep bacteria out. Some eggs are protected by both parents, some only by the female, while others, like the sea horse and Emu are cared for solely by the male. Then, still others are left to their own survival.

Using our felt board, and plastic eggs, the kids each pick an egg to put under an animal that lays eggs. Once the students have finished applying the eggs we discuss which animals really do lay eggs and if the students made correct placements. We usually bring an owned bird or a reptile and discuss in more detail the individual aspects of that animal's eggs and behavior. We did develop support handouts to accompany this program.

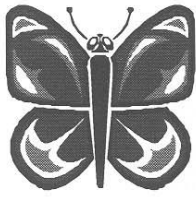
Provided by Providence Animal Rescue League.

Who lives inside?



Think about your favorite animal that starts out as an egg, and draw it inside this egg. Remember, it will need to fit completely within the shell until it is old enough to peck its way out.

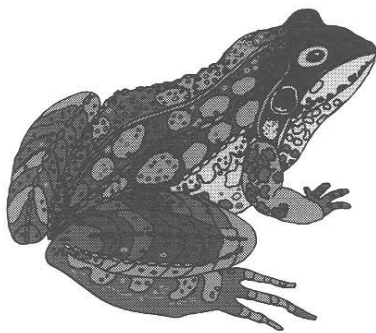
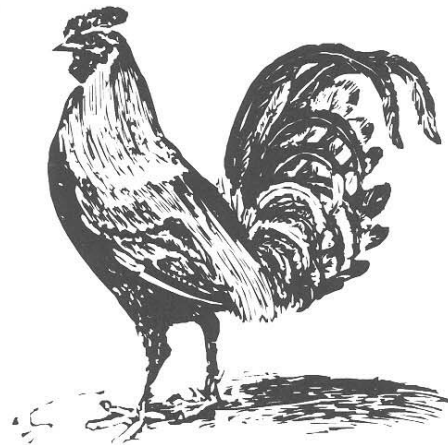
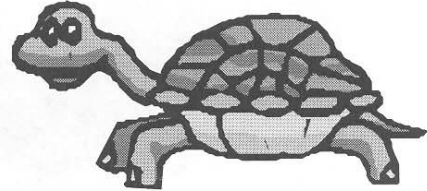
Providence Animal Rescue League
Project: Education
Education@parl.org



Who lives inside? Egg poetry

I'm a little chicken

I'm a little chicken
Ready to hatch.
Pecking on my shell,
Scratch, scratch,
scratch.
When I crack it open, out
I'll leap.
Fluff up my feathers and
cheep, cheep, cheep.



Peck, Peck, Peck

Peck, peck, peck
On the warm brown egg.
Out comes a neck, out
comes a leg.
How does a chick
That's not been about
Discover the trick of
how to get out?

Providence Animal Rescue League
Project: Education
34 Elbow Street
Providence, RI 02903
Education@parl.org

EGGS

HARD-SHELLED EGGS Birds lay hard-shelled eggs. The hard shell keeps an egg from drying out and allows parents to sit on the eggs during incubation. Even though bird eggs are hard-shelled, they have microscopic pores that allow oxygen to pass into and carbon dioxide to exit the shell.

Eggs come in a variety of colors, patterns, shapes and textures. Colors and patterns on eggs vary depending on the need for camouflage. The shape of the egg depends on where the bird nests. Most eggs are oval. Birds that lay their eggs on ledges need eggs with a pointed end so they will not roll off the ledge. The texture of an egg may vary from smooth (hummingbird) to coarse (chicken).

Question - Which birds will abandon their eggs if they detect the human scent on them?

"The notion that animals will abandon eggs or young if they have been handled by humans is an old-wives-tale that actually serves a useful purpose. I do not know of any evidence that birds or other animals react to the scent of humans on eggs or young, but handling either often does disrupt the animals from fear and disturbance, and may cause the adult to abandon the area. However if it is necessary to move a nest to prevent its destruction that can sometimes be done."

—J. Elliott

What is an Egg? An egg is an external womb that provides nourishment and protection for the growth and development of the embryo inside.

Creating an Egg: Eggs begin essentially as a food sac or yolk. The fertilized egg cell is part of the yolk and rests on its surface. It is the fertilized egg cell that grows into the embryo. As the yolk, or ovum, moves along the female bird's reproductive tract, it is coated in albumen, or egg white, for protection. Then, shell membranes, the egg shell and the shell covering (cuticle), are added. The whole process takes about a day.

Eggs vary in Size: Birds' eggs, like the birds themselves, vary enormously in size. The largest egg from a living bird belongs to the ostrich. It is over 2000 times larger than the smallest egg produced by a hummingbird. Ostrich eggs are about 180 mm long and 140 mm wide and weigh 1.2 kg. Hummingbird eggs are 13 mm long and 8 mm wide and they weigh only half of a gram. The extinct Elephant Bird from Madagascar produced an egg 7 times larger than that of the Ostrich!

Provided by Providence Animal Rescue League.

IDEA NUMBER 81

6 CAMP LOVE-A-PET

Spartanburg Humane Society

150 Dexter Road

Spartanburg, SC 29303

Contact: Lisa Cook

864-583-4805 ext. 110

shs@upstate.net

www.upstate.net/shs

Camp Love-A-Pet matches up children ages 10 to 14 who have behavior problems with dogs that also have “issues.” Participants include children sent from the court system, residents of boys’ and girls’ homes, and low-income at-risk kids. Together the dog and child are taught love and respect.

How it Works

- Each child is matched up with a dog.
- The children spend three weeks at camp learning how to train the dog focusing on both behavior and obedience.
- Children are responsible for cleaning, feeding and grooming the dog—and medicating, if necessary.
- There are classroom projects as well as field trips to animal-oriented locations such as horse ranches, zoos and goat farms.
- Children take their dogs to veterinarians for their scheduled checkups.
- At the end of the program, the children must put their dog up for adoption and adopt it out to a new home.
- Counselors are comprised of professional teachers, trainers and groomers.
- After the three-week program, a graduation is held for the children where they are given the opportunity to demonstrate to their parents and guardians what they have learned. They receive plaques of recognition and framed photographs of themselves and their dogs.

Positive Aspects

The children learn responsibility, empathy and respect. The program teaches them how to get along better with others in order to reach a goal. Along the way, they develop greater patience and understanding. Many of the children who have participated in camp are now achieving better grades in school, are more adept at coping with difficult issues, and have more self-esteem.

Those who successfully complete camp are given an opportunity to become counselors themselves at the next sessions of the camp and after one year can become paid counselors.

The animals benefit from the training and their ultimate goal—adoption. Ninety-seven percent of the dogs that participated in the program were placed in new homes.

The community is supportive and appreciative of the efforts of the shelter. The school system, juvenile justice programs, court judges, boys’ and girls’ homes, colleges and the community as a whole endorse Camp Love-A-Pet. Euthanasia numbers are lowered while children are given a second chance to succeed and excel in a positive and safe environment.

Continued on next page.

Cost

Businesses donate most of the funds, which are used for supplies and to subsidize the \$175 per child tuition fee. Fees cover the cost of field trips, T-shirts, snacks and drinks. It also covers the cost for trainers, groomers, dog collars, leashes, treat bags and some special equipment.

Based on 45 children:

• \$175 each tuition	\$7,875
• T-Shirts	980
• Bandanas for the dogs	40
• Art supplies	88
• Certificates and frames	120
• Field trips	600
• Brochures and flyers	600
• Snacks and drinks	300
• Office supplies and film	250
• Salaries	2,500
• Miscellaneous expenses	<u>1,000</u>
Approximate program cost:	\$14,353



JLM/NV

IDEA NUMBER 82

RAINBOW BRIDGE

SPCA of Texas

362 S. Industrial Blvd.

Dallas, TX 75207

Contact: Tammy Kirkpatrick, Director of Animal Care Services
214-651-9611 Ext. 142
Tkirkpatrick@spca.org
www.spca.org

Merely mentioning the word “euthanasia” can elicit a thousand different opinions and evoke strong feelings. But all of us who love animals can agree on one thing – we want the very best for them and for those caring for them. At the SPCA of Texas, two words are used when dealing with the topic of euthanasia – “love” and “compassion.”

As an open door animal welfare agency, it is the SPCA’s policy to accept all animals that enter its animal care centers. Unfortunately, not all of the 21,000-plus animals that enter the SPCA’s three North Texas facilities each year are healthy and adoptable. When trained staff determine that a cat or dog is too ill, aggressive, or otherwise a danger to itself or to people, the difficult decision to humanely euthanize that animal is implemented.

In an ongoing effort to provide love and compassion for those animals facing euthanasia, Karen Davis, Creative Services Specialist, painted a beautiful mural on a previously blank wall in the Dallas animal care center’s euthanasia room. Most people don’t think about how an environment affects both people and animals. This room in particular should be a relaxing and calm area for both the animal and the people performing the euthanasia. When the artist first started, there were only outlines of the actual concept. Each day new colors were added, and the staff participated as well. Not only did the staff get to bond, but the end result is that they have a quiet, calm, and bright room. Soft music is playing in the background further adding to the serenity of the room. An added bonus is that the improvements also benefit members of the community who under special conditions have been brought into the room. It has had a calming effect on every person who sees it.

Additional Advice

This would be easy to duplicate anywhere. First, find someone with the vision of whatever you want the room to reflect. The walls first need to be primed to produce a better end result.

Cost

Primer cost \$20, but the paint, labor and radio were donated.



JLM/V

IDEA NUMBER 83

PERSONALIZED ROOMS

SPCA of Texas

362 S. Industrial Blvd.

Dallas, TX 75207

Contact: Tammy Kirkpatrick, Director of Animal Care Services
214-651-9611 Ext. 142
Tkirkpatrick@spca.org
www.spca.org

Glass Suites

The entire small dog area at the SPCA of Texas will be themed after a country-type street. Each glass suite will have a theme depicted on a painted mural behind the suite such as shops, bakeries, coffee houses, etc. This provides an excellent opportunity to acknowledge the names of sponsors or donors into the mural or signage.

There are a total of 10 suites: (3) 5' x 5'; (5) 4' x 4'; (2) 2' x 3'. Installation took one week. A glass door company custom made the suites using tempered glass with aluminum fittings.

Chardonnay's Room

Chardonnay's Room, named after a board member's dog that crossed the Rainbow Bridge, is a real life room. This room houses one to two dogs at a time who have been with the SPCA for 30 days or more.

Hairy's Room

Hairy's 10' x 10' room is located inside the secondary door to the animal care center. Older dogs and VIPs stay in this room until they are adopted.

Advantages

The rooms reduce disease concerns, the animals are less stressed, and the public loves the concept, openness, and ability to interact with the animals.

Cost

Glass Suites:	Project not yet completed. Cost for glass/aluminum installation \$10,300
Chardonnay's Room:	Plastic sofa \$350 All other materials were donated
Hairy's Room:	Glass/aluminum installation \$9,000 Plastic sofa \$350 Plants and accessories \$200 Murals/awnings labor and materials were donated

**Chardonnay's
Room:**



Hairy's Room:



IDEA NUMBER 84

"SHELTER PALS"

Citizens for Animal Protection

11925 Katy Freeway

Houston, TX 77079

Contact: Cindy Shaw
281-497-0591
www.cap4pets.org



Shelter Pals is a multi-faceted, volunteer-driven program with the purpose of improving the quality of life for animals awaiting adoption. The program focuses on identifying and correcting problem behaviors, and providing greater exposure to increase the chance for adoption.

How It Works

- Identify the animals. Typically, volunteers and staff choose six dogs and six cats that have been at the shelter the longest or who are not adapting well to shelter life.
- A volunteer dog trainer evaluates the animals and identifies any potential problem behaviors. Website descriptions are then updated to reflect the results of the evaluation.
- Volunteers spend extra time with the dogs, taking them on additional or longer walks to a local park or around the neighborhood.
- "Break homes" are utilized to provide relief from the stress of the shelter. This serves as a good indicator of behaviors not necessarily seen in a shelter environment.
- Program volunteers organize off-site adoption opportunities with four dogs and four cats selected for these events. Special laminated cards are created for these events with "5 Great Reasons to Adopt Me" listed. The dogs are dressed for the occasion in colorful bandanas and the cats' crates are decorated to attract attention.
- A different pet is selected weekly to be the Shelter Star beginning every Saturday. A festively decorated freestanding cage is set up in the shelter for the chosen pet, and a laminated card is placed on the cage with the message "Shelter Star – 5 Great Reasons to Adopt Me." The "Stars" are also featured on the shelter's website.

Cost

There are minimal costs involved for this program. The materials needed include cage bandanas, decorations, laminated cards (can be donated by a volunteer), and cages for offsite adoptions.

Additional Advice

A strong volunteer base is required for this program. In addition to foster homes, break homes are an important element to the success of this program. The more volunteers you are able to recruit, the more animals you will be able to enroll.

Another important element is the Webmaster for your website. The Webmaster updates the animals' descriptions and alerts the public to the offsite adoptions. Current information keeps the public informed and involved and may make the difference in whether or not an animal is adopted.

Good communication among volunteers, staff and management are keys to the overall success of and commitment to the program.

JLM/NV

IDEA NUMBER 85

KITTY KONDOS

Houston Humane Society

14700 Alameda Road

Houston, TX 77053

Contact: Stacey Wilbanks, Public Relations Director
713-433-6421 ext. 5555
swilbanks@houstonhumane.org
www.houstonhumane.org

The Houston Humane Society designed a creative and visually appealing way to house felines. Made of iron and Plexiglas, the result is an open look and feel in a controlled and safe environment accessible only to staff. The goal of the “Kitty Kondos” addition was to ensure the happiness of the cats while maintaining their health and the cleanliness of the enclosures. In their Kondos the cats can jump, stretch, play and relax on different levels. The public gets a clear view of Kondo inhabitants without inadvertently causing cross contamination.

Plexiglas and iron are easy to use and allows the facility to fill useable space within the building. The enclosures can be made portable as well.

Advice

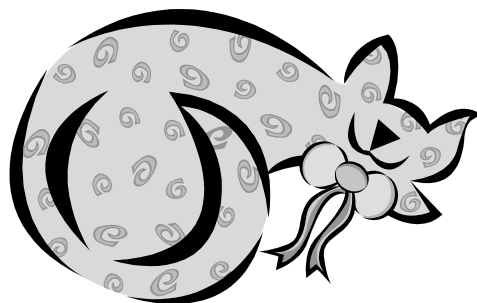
When designing your Kondos be certain to make window frames instead of using larger pieces of Plexiglas – that way if one breaks you can replace smaller pieces. Make sure to use enough braces to support the windows.

The pluses of the Kondos include:

- Elimination of the threat of cross contamination
- Increased ability to keep the cats warm while not making the public uncomfortable
- Ability to observe the cats in a more natural habitat

Cost

You'll need someone with welding experience to create the structures. Otherwise, the cost is mainly dependent upon the size of the enclosure. Materials needed include paint, iron or PVC pipe and Plexiglas.



JLM/V



IDEA NUMBER 86

*6 WOOFSTOCK 2003 *7*

Bay Area SPCA

P.O. Box 638

Kemah, TX 77565

Contact: Travis Demarest, Executive Director
281-339-2086
bayareaspca@aol.com
www.bayareaspca.org

The Bay Area SPCA struggles with the same challenges that many shelters do: a problematic location and poor name recognition. This, of course, can create enormous difficulties for agencies attempting to raise funds. Events need to be designed to not only raise much needed funding but to heighten the visibility of the organization in the community.

The Bay Area SPCA wanted to sponsor an event that would accomplish these goals while also serving as a gift to the community. They wanted their event to be unique and unlike any other shelter's activities. As a small shelter with limited resources, the Bay Area SPCA needed an event that wasn't labor intensive or cost prohibitive.

Woofstock 2003 is simply a picnic event for "people and their pooches." Since one goal of the event was to increase name recognition for the Bay Area SPCA, finding a central location was a key issue. Their event was held at the C.D. "Cap" Landolt Pavilion in Clear Lake Park. Entertainment and demonstrations were provided throughout the day for attendees in addition to free t-shirts.

Woofstock 2003 was a highly successful event for the Bay Area SPCA, generating approximately \$4,600 with more than 400 in attendance. Interestingly, more than 80% of those who attended were not on the Bay Area SPCA's mailing list. As a result, their mailing list expanded by 12.7%. Media coverage was an added bonus as a television station and a newspaper from Houston covered the event.

Cost

Finding sponsors for a first-time event is always a challenge particularly when there are well-known, larger shelters in close proximity. The Bay Area SPCA encountered difficulty obtaining sponsorships from larger organizations, so they turned to small donations from friends and supporters instead.

Entertainment and demonstrations were provided free of charge. Advertising costs were kept to a minimum by sending out public service announcements to local newspapers, television and radio stations, and community calendars. Printing of posters and pamphlets was donated. The logo used for the event was donated by one of the sponsors. The t-shirts were the most expensive cost incurred. The total costs for Woofstock 2003 were approximately \$4,000, largely due to the cost of the t-shirts. The only other costs would be a park reservation fee, event insurance, and security expenses.

Continued on next page.

Additional Advice

- Find a shady location that is totally enclosed to provide additional protection in the event an animal is separated from its owner.
- The Bay Area SPCA selected the Sunday of Memorial Day weekend for Woofstock. Unfortunately, they were not aware that many local high schools were holding graduation ceremonies that same weekend which affected attendance. Start early and check with local school board calendars.
- Sell booth space at the event to help cover expenditures.
- The SPCA increased publicity for their event by handing out flyers at community events, local veterinary clinics and other animal-friendly locations. A committee member also papered windshields at pet stores and commuter lots. You can advertise an event for free but it takes effort and organization.
- Get a catchy logo for your event and use it on all event-related materials.



JLM/NV

🐾 Music 🐾 kat Joel and Friends 🐾 Janet Z. 🐾

Pet Psychic John Cappello 🐾 Dog Breed Rescue 🐾 Wildlife Demos

Woofstock



Tiny Texans Flyball 🐾 K-9 Search and Rescue of Texas 🐾 Child ID

Sunday May 25, 2003 10 a.m. - 4 p.m.

***C. D. "Cap" Landolt Pavilion
Clear Lake Park***

Admission: \$10/individual \$20/family

*Admission includes 1 free Woofstock t-shirt for individual
and 2 free t-shirts for family*



(281) 339-2086

🐾 Bring Your Dog 🐾 Picnic With Your Pooch 🐾



Woofstock 2003 Thanks

www.threefatbrothers.com

Janet Z.

kat Joel and Friends

Jumps for Jupiter Moonwalks

"In Memory of Tasha"

And

Ergonomic Office Solutions, Solutia Inc., Nancy Kozanecki, John Cappello, Tiny Texans Flyball, K-9 Search and Rescue of Texas, Sharon Schmaltz, Gabriel's Gifts, SARquest Search Specialists, Rover's Leftovers, Forest Lake Animal Clinic, Double Daves Pizzaworks, Sweet Mesquite, Half Price Books, Barkington Inn, Apollo Sign and Shirt, Cobi Ice Cream, and Besaws Concessions.



Featuring

Music by kat Joel and Friends

Music by Janet Z.

Tiny Texans Flyball Team

Pet Psychic John Cappello

K-9 Search and Rescue of Texas

Sharon Schmaltz's Wildlife Demos

Food by Besaws Concessions

Refreshments by Cobi Ice Cream

And much, much, more

Bring Your Dog



Sunday May 25, 2003 10 a.m. - 4 p.m.

C. D. "Cap" Landolt Pavilion
Clear Lake Park



Picnic With Your Pooch



Registration Form

Name: _____

Address: _____

City/State/Zip: _____

Phone: _____

Rabies/Distemper Current? Yes ☐ No ☐

Participant Signature _____

Date _____

Guardian of Participant less than 18 years of age _____

Date _____

Your signature indicates your acceptance of the terms and conditions of this registration form, including the waiver and release of liability clause.

Minimum Donation

\$10/individual \$20/family

Admission includes 1 free Woofstock t-shirt for individual and 2 free t-shirts for family



Woofstock 2003 Events Schedule

Sunday, May 25, 2003

- 10:00--1:00 Music by kat Joel and Friends
- 10:20 Welcome by Travis Demarest
- 10:30--11:00 Pet Psychic John Cappello
- 11:45 Best Dressed Dog Competition
- Most Beautiful Dog Competition
- 12:15--12:45 Tiny Texans Flyball Team
- 1:00-4:00 Music by Janet Z.
- 1:30-2:00 K-9 Search and Rescue of Texas
- 2:20 Stupid Pet Trick Competition
- Owner/Dog Look Alike Contest
- 2:45--3:15 Sharon Schmaltz's Wildlife Demo
- 3:45 Crowning of the 2003 Mr./Ms.

Woofstock Dog

Prizes will be awarded to the owners of the winners of each of our contests/competitions.



Woofstock Requirements & Requests

Dogs need to be non-aggressive to other dogs and people.

Pets must be under control at all times. Unruly guests will be asked to leave.

All dogs must be on a leash no longer than 6 feet at all times. No expandable leashes.

All dogs must be current on distemper and rabies vaccinations.

Please pick up after your animal.

Please do not bring a female in heat.

For their own safety, please do not bring cats to Woofstock.

To participate in Woofstock, your signature on the entry form indicates your acceptance of waiver below.

Waiver and Release of Liability

In consideration of the furtherance of the purposes of the Bay Area AFCA, and in consideration of permitting me and my pet to participate in Woofstock 2003, on behalf of myself, my animal(s), my parents, my heirs, my executors, administrators and assigns, we hereby waive and release any and all rights and claims against the Bay Area AFCA, the Woofstock 2003 Committee, the City of Pasadena, Harris County, and any officers, agents, employees, volunteers, or members of the above, as well as any other persons connected with or participating in this event, including any of the above released party's heirs, executors, administrators, assigns and beneficiaries, for any and all personal injuries, property damage or economic losses, or damages (losses) of any nature, which I (or my pet) sustain from any of the above released party's negligent or otherwise legally deficient, acts or omissions in connection with, associated with, or resulting from, in any way, the Woofstock 2003 event.

IDEA NUMBER 87

CREATE A NEW IMAGE

North Richland Hills Animal Adoption and Rescue Center

7200 B Dick Fisher Drive South
North Richland Hills, TX 76180
Contact: Candi Henderson
817-427-6570
www.nrhtx.com

Combating the public perception of being a “dog pound” is not always an easy task. The North Richland Hills (NRH) Animal Services Center wanted to project a more accurate description of the progressive services they provide, one far removed from the “dog pound” image.

By changing their name to North Richland Hills Animal Adoption and Rescue Center, the organization has experienced an increase in both public and monetary support. The facility is regarded as a positive and protective force for animals in its community. By conveying a caring image combined with a modern message, NRH Animal Adoption and Rescue Center is able to reach a greater number of people and animals in the community.



IDEA NUMBER 88

AMBER ALERT FOR PETS!

(ANIMALS MAY BE EASILY RESCUED!)

Richardson Animal Shelter

1330 Columbia Drive

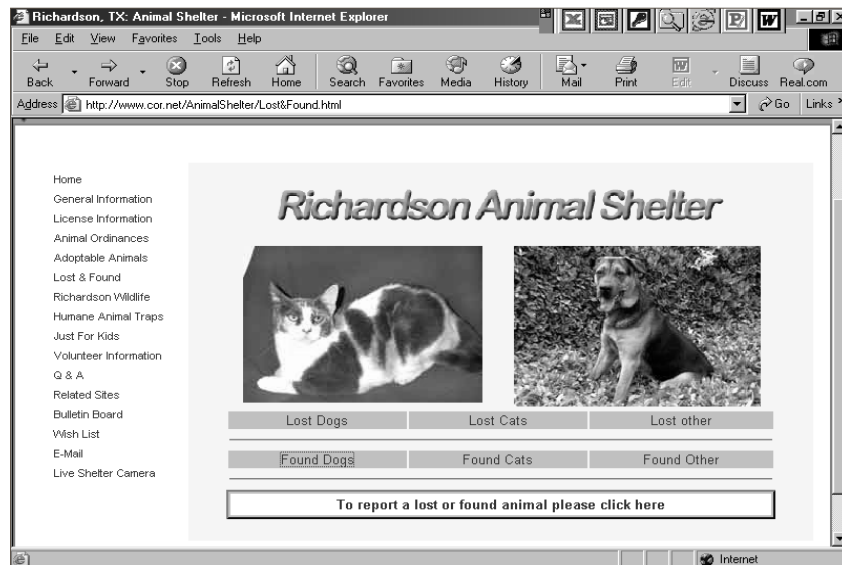
Richardson, TX 75080

Contact: Amanda Earl
Information Resource Coordinator
972-744-4480
Amanda.earl@cor.gov
www.cor.net/AnimalShelter/Homepage.html

The Richardson Animal Shelter has implemented a stray pet notification program focusing on the city's homeowners associations (HOA). Since the majority of stray animals brought to the Animal Shelter belong to city residents and homeowners' associations represent approximately 70% of the city's neighborhoods, it seems logical that clear and timely communication could help reunite a vast majority of lost pets with their owners. Additionally, members of homeowners' associations are more likely to know their neighbors and their neighbors' pets, so even if an owner is on vacation or otherwise unavailable, there is still an increased chance that the pet and owner will be reunited.

How It Works

- Photos of untagged strays are emailed to the appropriate HOA representative.
- The date the animal is found, a short description of the animal and shelter contact information are provided.
- The HOA representative may choose to distribute this information to respective HOA members.
- If the email produces any leads, the Animal Shelter will not put an animal up for adoption until its owners are contacted.
- Photos of the animals and description are placed on the shelter's website.



JLM/NV

IDEA NUMBER 89

DIVIDE AND CONQUER KENNEL FRUSTRATION!

Charlottesville-Albemarle SPCA

P.O. Box 7047

Charlottesville, VA 22906

Contact: Beth McPhee, Shelter Manager
434-973-5959

caszca@cstone.net

www.caszca.org

Wanting to reduce barrier frustration in their kennels, the Charlottesville-Albemarle SPCA came up with an inexpensive and creative way to do so. A volunteer for the SPCA built dividers 8 feet long by 4 ½ feet high on rollers. Middle school art class students made the boards attractive by painting different themes on the boards. Some of the boards are also used to display educational information. The result has been a reduction in noise and frustration experienced by the dogs. It was also a great way to involve the community—the kids thoroughly enjoyed painting and loved having their artwork on display.

Cost

Each board costs approximately \$50 with the carpentry work donated by a volunteer. Teachers, students and SPCA staff worked together to acquire the necessary supplies to complete the paintings.



IDEA NUMBER 90

6 GOBBLE GOAL 9

Caring For Creatures

352 Sanctuary Lane

Palmyra, VA 22963

Contact: Cheryl Falkenburry, Director of Training and Education
434-842-2404
Cheryl@caringforcreatures.com
www.caringforcreatures.com

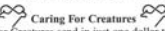










The Gobble Goal fundraising campaign is based on the same idea that UNICEF uses to raise money. Boxes are printed on 8-1/2 x 11 card stock with pictures of animals and the mission of the organization. Boxes are scored where they should be folded and instructions for folding are printed on the box. The unfolded boxes are then sent to the organization's mailing list and are distributed to local merchants. Caring for Creatures set a fundraising goal with a Thanksgiving deadline.

Cost

The fundraising goal was exceeded by \$1,000 with a total of \$3,500 raised. A sponsor was obtained to cover printing expenses, and the printer only charged for his costs. The only other expense incurred was for mailing the boxes.

Additional Advice

Caring for Creatures included a drawing of one of their dogs in a turkey costume on the box. This contributed to the success of the fundraiser. Try to find something that will catch people's eye and designate the funds raised (e.g., to cover the heating bill for the winter) to a specific item.

<p align="center">The Gobble Goal \$2002</p> <p>The Fall you have the chance to help  Caring For Creatures during the Gobble Goal \$2002. We're requesting that all friends of Caring For Creatures send in just one dollar to help us reach our goal of \$2002 by the end of November. Many people tend to feel that they just can't give enough to really help, but if everyone who has heard of Caring For Creatures sends in just \$1.00 in November, Caring For Creatures could raise enough money for either two months of vet bills, or two months of dog and cat food, or a heated dog house, or a couple of months of electricity bills to keep the animal houses heated this winter, or a whole lot more if the goal is exceeded.</p> <p align="center">Only \$1 from each person! That's all. A little really can make a big difference!</p> <p>If you want to do more, you can use the Gobble Goal box on the reverse side and collect spare change from family, friends, and colleagues. Just fold along the lines, cut where indicated, and tape the box together. Set the box on your desk at work or on the kitchen counter at home and encourage friends and family to drop in their spare change. YOU CAN make a difference with very little effort and money.</p> <p>So, help Caring For Creatures gobble up those dollars. Make your Gobble Goal box today and send in the amount collected at the end of November or just send in a dollar to Caring For Creatures. Every dollar counts and helps keep a high quality of life for the animals at Caring For Creatures until they find their forever home.</p> <p align="center">Now go gobble those dollars and help Caring For Creatures reach the Gobble Goal \$2002!</p> <p>Mail donations to: Caring For Creatures, Gobble Goal 2002, 352 Sanctuary Lane, Palmyra, VA 22963 Phone: (434) 842-2404; Fax (434) 842-1308, www.caringforcreatures.com.</p> <div style="display: flex; justify-content: space-between;"> <div>  <p>352 Sanctuary Lane Palmyra, VA 22963 Address Service Requested</p> </div> <div style="border: 1px solid black; padding: 2px; text-align: center;"> <small>NON-PROFIT ORG. U.S. POSTAGE PAID PALMYRA, VA PERMIT NO. 15</small> </div> </div> <p align="center">The Gobble Goal \$2002</p> <div style="display: flex; justify-content: space-around;">   </div>	<div style="display: flex; justify-content: space-between;"> <div>  <p>MISSION STATEMENT</p> <p>Caring For Creatures is a 501(c)(3) not-for-profit charitable foundation established in 1988 and dedicated to:</p> <ul style="list-style-type: none"> ▶ Providing a safe and healthy environment in which to rehabilitate and care for abused, abandoned, neglected, or otherwise homeless dogs and cats; ▶ Providing a lifetime home, if necessary, for animals that are elderly, disabled, and/or have a chronic condition requiring specialized care; ▶ Decreasing the cruel scenes of dogs and cats pouring into animal care facilities by providing educational school programs; ▶ Educating the human animal bond through educational workshops and low-cost dogger manners classes. </div> <div> <p>GOBBLE GOAL \$2002</p>   </div> </div> <div style="display: flex; justify-content: space-between;"> <div> <p>GOBBLE GOAL \$2002</p>   </div> <div> <p>GOBBLE GOAL \$2002</p>   </div> </div>	<p align="center">This mailing was sponsored by friends of Caring For Creatures.</p> <p align="center">MAKE YOUR OWN GOBBLE GOAL COLLECTION BOX</p> <p><small>Make a Gobble Goal Box INSTRUCTIONS</small></p> <ol style="list-style-type: none"> 1. Fold along all black lines first. 2. Cut bottom tabs where indicated, being sure not to cut the bottom of the box. 3. Fold bottom tabs on top of each other while holding the box together. 4. Tape along the side tabs. 5. Lay the box on a flat surface. 6. Lay the box on a stick to the top edge of the bottom of the box. 7. Press the box together. 8. Glue the bottom tabs. 9. Glue the bottom tabs. 10. Glue the bottom tabs. 11. Glue the bottom tabs. 12. Glue the bottom tabs. <p align="right"><small>Thank you!</small></p>
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IDEA NUMBER 91

PRESS AGENTS

Richmond SPCA

2519 Hermitage Road
Richmond, VA 23220

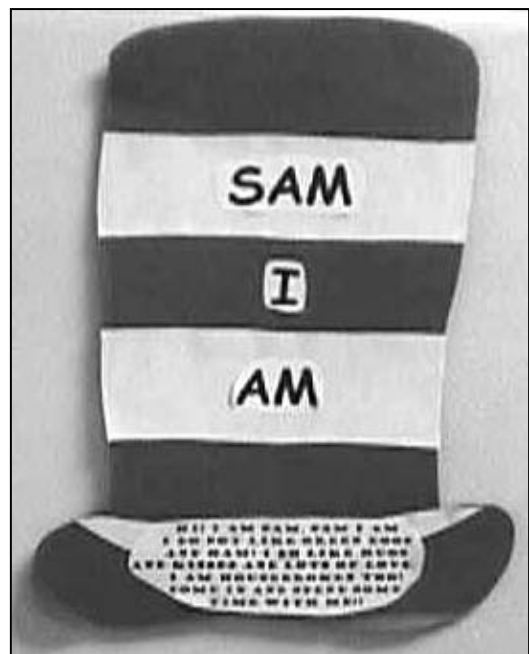
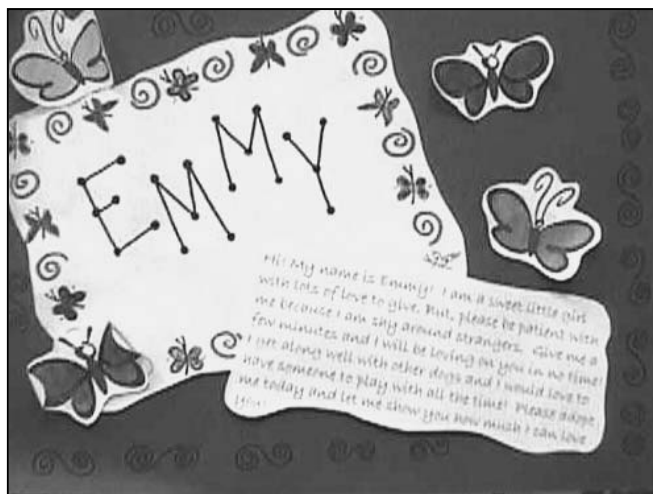
Contact: Makena Yarbrough, Director of Operations
804-521-1314
myarbrough@richmondspca.org
www.richmondspca.org



Anyone who has been involved in animal adoptions knows that not every great animal shows well to the general public. Sweet, loving lap cats can become aggressive tigers; calm, affectionate dogs can act bonkers and literally throw themselves at adopters hoping for a little attention. Wouldn't it be great if they could hire a press agent just like the celebrities do to shape their public persona?

At the Richmond SPCA, each animal that needs a little “extra” is assigned its very own press agent. The staff is encouraged to teach the dog or cat tricks, groom them, and create colorful signage or holiday-themed decorations to adorn their cages. The press agent also submits a weekly report on the animal's progress that is filed in its adoption folder. Press agents are encouraged to take it a step further and try to promote their pet via television or radio spots and other media outlets. Some of the animals are even dressed up in costumes and paraded in the lobby to generate more attention.

This program improves staff morale by encouraging ownership. The feeling of helplessness is replaced by a feeling of empowerment in determining the fate of the animal. Animal adoptions have increased and everyone feels part of the solution rather than a victim of the problem.



IDEA NUMBER 92

TRAINING PROGRAMS

Richmond SPCA

2519 Hermitage Road
Richmond, VA 23220

Contact: Sarah Babcock, Director of Education and Training
804-521-1324
sbabcock@richmondspca.org
www.richmondspca.org



Since no two dogs are the same, a good training program needs to be multi-faceted – able to address a variety of needs and challenges. The following programs are examples of creative ways to work with and address a variety of behaviors and issues in the shelter.

- 1) Ready – Set – Click: Clicker training in the kennels (with thanks to Karen Pyror). Staff and volunteers reward dogs for any number of good behaviors such as sitting, waving, settling down, or simply not barking, in the kennels or rooms where they live. All that is needed for this program are clickers and treats. Progress or other noteworthy events should be recorded.
- 2) Puppy Socialization: Socialization and deliberate (gentle) handling of puppies. Puppies are handled on a regular basis so that problems (such as “don’t touch my feet”) can be addressed quickly. Puppies are exposed to new people and to a variety of toys, sounds, etc. so that street noises, children, laughter and yelling are not brand new when puppies go home. CDs, clickers, treats and toys are utilized. Progress or other noteworthy events should be recorded. Staff and trained volunteers both participate.
- 3) Say Please: Dogs are taught to sit for anyone holding a leash and a treat, and then to change their focus and attention based on who is holding their leash at the time. Adopters who take a leash and immediately have the dog turn, sit and gaze into their eyes are more apt to adopt the animal. Staff and trained volunteers use clickers and treats and record the animal’s progress.
- 4) Charm School: A full-time trainer assigns dogs to staff members each week, trying to accommodate their requests for specific dogs. Staff members are asked to walk their dogs daily at least and encouraged to get involved with training and behavior modification programs as needed. The training department is available to help with training or equipment questions at all times, and can help with setting up and supervising play groups between dogs for stress relief and dog-to-dog skill building.
- 5) Boot Camp: Each dog has a tailored behavior modification program developed just for him/her, based on whatever issues require attention. All training is done using some combination of classical and operant conditioning with precise record keeping to document progress and significant events. Sessions are held daily by trainers and highly trained volunteers.
- 6) Dog Behavior Concerns and Observations: A form is used to document bites/snaps, food/toy guarding, excessive shyness, dog-to-dog aggression, cat predation, issues with strangers/children or any other concerns. These types of problems are ones that must be dealt with immediately for safety reasons. Forms are placed in a box outside the training office and are reviewed and addressed daily.

JLM/NV

Dog Behavior Concerns and Observations

To be used for reporting bites/snaps, food/toy guarding, excessive shyness, dog-dog aggression, cat predation, issues with strangers/children, and any other concerns.

Date: _____

Your Name: _____

_____ Staff

_____ Volunteer

Dog's Name: _____

_____ Male

_____ Female

Neutered:

_____ Yes

_____ No

Dog's Age: _____

Dog's Approximate Breed/Color/Size: _____

Dog's Location in the Shelter: _____

Behavior Concern (include all relevant details and specific incidents/dates):

Many thanks for your input!!

Sarah Babcock at 521-1324

Director of Education and Training

©Richmond SPCA Education and Training Department

IDEA NUMBER 93

VOLUNTEER DOG REPORTS

Richmond SPCA

2519 Hermitage Road

Richmond, VA 23220

Contact: Sarah Babcock, Director of Education and Training
804-521-1324
sbabcock@richmondspca.org
www.richmondspca.org

Volunteer dog reports are a simple, standard form used for gathering information on the shelter dogs as they are walked or handled by shelter volunteers.

A form is completed after every interaction with a dog. Forms are left in the volunteer room and are collected regularly by a member of the training staff. The forms are reviewed for any behavioral concerns so that they may be immediately addressed. Words of encouragement and appreciation stickers are attached to the notes for the volunteer and placed back in a designated binder.

Information is shared on a timely basis so that safety concerns may be addressed, or additional exercise or training may be implemented immediately.

Richmond SPCA Volunteer Dog Report

Volunteer Name: _____

Date: _____

Dog Name: _____

Walk
Quiet Time
Grooming
Training



Please circle all that apply and add comments below.

Good on leash
(leads easily, doesn't pull)

Okay on leash

Not-so-good on leash
(pulls a lot, hard to manage)

Easy to get in & out of kennel or room

Hard to get in & out of kennel or room

Very social (friendly) Mostly social (distracted, nervous) Not-so-social (shy, shutdown, aloof)

Behavior was inappropriate or unexpected (please explain) around:

Other Dogs

Cats

New people (specify details)

New places (specify details)

Children

Other

Anything else we should know?

©Richmond SPCA Education and Training Department

JLM

IDEA NUMBER 94

KENNEL WALK THROUGH FORM

Richmond SPCA

2519 Hermitage Road

Richmond, VA 23220

Contact: Sarah Babcock, Director of Education and Training
804-521-1324
sbabcock@richmondspca.org
www.richmondspca.org



The kennel walk through form is a standardized form used by staff and trained volunteers to document behaviors by dogs in the kennels that appear to be exhibiting signs of stress. Both active stress (aggression, spinning, jumping, barking) and passive stress (shyness, depression, signs of shutdown) are noted. Dogs that appear to be stressed by their particular location can be moved as needed (away from another dog, away from a high-traffic area). Dogs that are declining, suffering from a recurrence of certain behaviors, will be easily detected and dealt with as needed. Smaller administrative issues (missing cage card, broken collar) can also be noted and addressed by appropriate personnel.

Richmond SPCA Kennel Walk-Through



Done by: _____ and _____

Date: _____

Medical Issues	Availability Questions	Admin Issues
Poor Weight	RETEST	Needs to be Moved
Coughing	Other	Cage Cards Missing
Other		No EJ Band
		No collar

Name of Dog Aggressive and/or Over-Stimulated

_____	Spinning	Jumping	Barking	Lunging	Barrier-Frustration	Dog-Dog Concerns	Chewing
_____	Spinning	Jumping	Barking	Lunging	Barrier-Frustration	Dog-Dog Concerns	Chewing
_____	Spinning	Jumping	Barking	Lunging	Barrier-Frustration	Dog-Dog Concerns	Chewing
_____	Spinning	Jumping	Barking	Lunging	Barrier-Frustration	Dog-Dog Concerns	Chewing
_____	Spinning	Jumping	Barking	Lunging	Barrier-Frustration	Dog-Dog Concerns	Chewing
_____	Spinning	Jumping	Barking	Lunging	Barrier-Frustration	Dog-Dog Concerns	Chewing
_____	Spinning	Jumping	Barking	Lunging	Barrier-Frustration	Dog-Dog Concerns	Chewing
_____	Spinning	Jumping	Barking	Lunging	Barrier-Frustration	Dog-Dog Concerns	Chewing
_____	Spinning	Jumping	Barking	Lunging	Barrier-Frustration	Dog-Dog Concerns	Chewing

Name of Dog Shy and/or Shutdown

_____	Shy	Shut-down	No Eye Contact	Back-of-Cage	Outdoors-and-Won't-Come-In	Depressed
_____	Shy	Shut-down	No Eye Contact	Back-of-Cage	Outdoors-and-Won't-Come-In	Depressed
_____	Shy	Shut-down	No Eye Contact	Back-of-Cage	Outdoors-and-Won't-Come-In	Depressed
_____	Shy	Shut-down	No Eye Contact	Back-of-Cage	Outdoors-and-Won't-Come-In	Depressed
_____	Shy	Shut-down	No Eye Contact	Back-of-Cage	Outdoors-and-Won't-Come-In	Depressed
_____	Shy	Shut-down	No Eye Contact	Back-of-Cage	Outdoors-and-Won't-Come-In	Depressed
_____	Shy	Shut-down	No Eye Contact	Back-of-Cage	Outdoors-and-Won't-Come-In	Depressed
_____	Shy	Shut-down	No Eye Contact	Back-of-Cage	Outdoors-and-Won't-Come-In	Depressed
_____	Shy	Shut-down	No Eye Contact	Back-of-Cage	Outdoors-and-Won't-Come-In	Depressed

Other Concerns

IDEA NUMBER 95

*6 QUIET TIME *7*

Richmond SPCA

2519 Hermitage Road

Richmond, VA 23220

Contact: Sarah Babcock, Director of Education and Training
804-521-1324
sbabcock@richmondspca.org
www.richmondspca.org



One of the greatest gifts we can give to the dogs in our shelters is some quiet time away from the stress and noise of the kennels. At the Richmond SPCA, volunteers are encouraged to spend “Quiet Time” with the dogs, helping them to relax and teaching them how to settle down.

How It Works

- Take a dog bed or towel and find a quiet area to visit with a dog.
- Sit down next to the dog and the blanket, keeping approximately three feet of leash between you and the dog.
- Ignore the dog until he or she lies down on the bed. When he or she does, proceed to stroke and pet the dog and talk in a soft and soothing manner. If the dog gets up, stop all stroking, petting, and talking. Resume only when the dog settles down again.
- Continue to stroke, pet and speak softly, only while the dog remains calm, for about 15 minutes. When you are ready to stop, wake the dog gently (if necessary), give him or her a few treats and praise, and return the dog to the kennel.

There may be dogs that are unable to settle down. Sometimes they are either too stressed or simply don't know how to relax. Remember to always remain patient with the dog. Some dogs will catch on sooner, while others will take longer. Regardless, all dogs benefit from the interaction and time outside of the kennel.

Copy and hang in your shelter:

STEPS FOR QUIET TIME

Step 1: Find a fluffy dog bed or towel and head to a quiet room. Bathrooms are great...or any other quiet place.

Step 2: Sit down next to the dog and the blanket. Keep about 3 feet of leash between you and the dog.

Step 3: Ignore the dog until he or she lies down on the bed. Then when he or she does, proceed to stroke and pet the dog and talk in a soft/soothing manner. If the dog gets up, stop all stroking, petting and talking. Resume stroking only when the dog settles down again.

Step 4: Continue to stroke, pet and talk very softly, only while the dog is calm, for about 15 minutes. When you are ready to stop, wake the dog up gently (if necessary), give him or her a couple of food treats and some quiet praise, and head back to the kennels.

Remember: Sometimes you may get a dog that has a hard time settling down. The most common reason for this is that they really don't know how. So...be very patient, and ease them into it. Some dogs will learn faster than others, but they will all benefit from quiet time outside of the noisy kennels.

Many thanks for your help!!



©Richmond SPCA Education and Training Department

IDEA NUMBER 96

COOKIE ROUNDS

Richmond SPCA

2519 Hermitage Road

Richmond, VA 23220

Contact: Sarah Babcock, Director of Education and Training
804-521-1324
sbabcock@richmondspca.org
www.richmondspca.org

A good way to help dogs overcome fear of children or other groups of people is to have staff, volunteers or members of the public give treats to the dogs.

Always have a good supply of treats or biscuits available in the kennel. Encourage staff, volunteers or groups from the public to give the dogs a treat as they pass the cage door. Make sure that the treat is slipped under the door, not handed to the dog through the cage. Children touring the facility with scout troops or classes are great for this project as long as they are closely supervised.

After this process is repeated several times, the dogs begin to act much more enthusiastic when the next group from the public arrives. Even after one training session, there can be a dramatic and immediate improvement in the dogs' reactions to children.



Can You Help with "Cookie Rounds"?



Step 1: Head to the Feed Room or the Front Desk and get yourself a big box or bag of dog treats. MilkBone biscuits or rawhides will be fine.

Step 2: Approach the kennels and greet each dog by saying "Hi there." Use the dog's name if you possibly can. Hand them a treat and give a little verbal praise. It's also okay to open the cage to give a bit of rubbing and TLC at the same time, but be sure the dogs don't come rushing out past you.

Step 3: Repeat steps #1 and #2 for every dog in the Richmond SPCA. Note: Always ask a staff member if it is OK to enter a hospital area.

And...that's it!

This is a great thing for someone to do two or three times a day. The reason for "Cookie Rounds" is that, after a while, the dogs will begin to associate people with treats, which makes them excited to see us, and therefore more friendly at the front of their kennels. If they look friendly, potential adopters are more willing to ask to see them, and more likely to adopt them.

Best of all, though, is that each dog gets a few positive moments with a few different people each day. They will love you for it and so will we.

Thank you for taking the time to help our furry friends!

©Richmond SPCA Education and Training Department

IDEA NUMBER 97

UNDERCOVER TRAINING PROGRAM

Richmond SPCA

2519 Hermitage Road

Richmond, VA 23220

Contact: Sarah Babcock, Director of Education and Training
804-521-1324
sbabcock@richmondspca.org
www.richmondspca.org

Dogs are generally more at ease with their caregivers and people they recognize than with members of the public or those who may appear different. Strollers, wheelchairs, hats and other unfamiliar clothing or objects can produce anxiety and bad behavior.

To condition the dog to be more comfortable around those people or things that are unfamiliar, use clicker training in the kennels in connection with props and costumes. Reward the dogs for any good behavior, which can simply mean no reaction to something new introduced. Costumes and props are easy to obtain from thrift shops or through donations.

This program helps to socialize the dogs and is not only fun for them but for the staff and volunteers who participate.



IDEA NUMBER 98

“POST FOR THE PAWS”

Fox Valley Humane Association

3401 West Brewster Street

Appleton, WI 54914

Contact: Deb Lewis, Executive Director
920-733-6141
deb.lewis@foxvalley.pets.org
www.fvha.org



The purpose of Post for the Paws is to advertise the pets available for adoption to their local community.

Steps Involved

A volunteer developed the program. Each week (on Wednesday), a volunteer and a staff person take photographs, save them on disk, write up a list of short bios and leave both the list and the disk in the outside shelter mailbox for the main Post for the Paws volunteer coordinator. The coordinator picks up the disk/list and updates the information into their computer in a Word document – also updating their Petfinder.com and Pets911.com sites – and e-mails the document as an e-mail attachment to volunteer “posters.”

The volunteer posters print off the pages (usually four to five pages with five to eight bios per page). They then post in locations across the Fox Valley area, including grocery stores, pet supply stores, and businesses where they are employed. FVHA hopes to add schools and churches to their list.

Volunteers are recruited through the FVHA newsletter and also on the FVHA website.

Cost

FVHA obtained a sponsor for this program, Appleton Papers, to cover the cost of print cartridges and a new printer for the PFP volunteer coordinator.

Time Line

At the time of this write-up, the PFP program had been up and running for about six months and FVHA has 24 locations where volunteers are posting across the Fox Valley area.

According to Deb Lewis, “The wonderful thing about this program is that even if you only post at one location, it’s successful, because if you reach one more potential adopter than you would have without the program, you’ve saved one more animal’s life, which makes it successful.”

Results

In just six months, the Post for the Paws program helped increase FVHA’s cat adoptions from 30% in 2001 to 85% in 2002.

Advice

If your shelter already posts on Petfinder.com or Pets911.com, it is very easy to use the same photos and bios for the PFP document.

IDEA NUMBER 99

EASTER EGG SALE

Fond du Lac Humane Society

173 West Pioneer Road

Fond du Lac, WI 54935

Contact: Lucy Mathers
920-922-8873
petcare@dotnet.com
www.petfinder.com/shelters/WI23.html

The Easter Egg Sale is a quick and simple fundraiser to run.

How It Works

- Order ½ pound chocolate fudge-filled eggs at least two months prior to Easter from a local candy shop.
- Obtain donations for prizes. First prize is a pair of diamond earrings from a local jeweler, second prize is a basket of chocolate and third prize is a t-shirt from the shelter.
- Inside three of the egg boxes, insert a note that states which prize is won.
- Run a press release announcing the sale and begin taking orders.
- Enlist the support of board members and volunteers who can help sell the eggs.
- Do not announce the grand prize winner until all the eggs are sold.

Cost

The eggs are sold for \$10 each. The shelter purchases 300 at a cost of \$3.25 per egg. The jeweler typically discounts the cost of the earrings.



IDEA NUMBER 100

GREEN EGGS, HAM ... AND DOGS?!

Wisconsin Humane Society

4500 West Wisconsin Avenue

Milwaukee, WI 53208

Contact: Sarah Budan, Development Manager
319-266-1872
sbudan@wihumane.org
www.wihumane.org



The Wisconsin Humane Society hosts fun-filled theme parties for dogs and their guardians. The parties are held in the shelter's Learning Center and last approximately one and a half hours.

Each party has a theme and activities related to the theme. A "Beach Party" held in July featured games such as beach blanket bingo and a clam dig. A "Green Eggs and Ham" party included a game where handlers encouraged dogs to distinguish between the plates that depicted green eggs versus the ones that depicted yellow eggs to earn points – and the handlers couldn't use their hands. Local TV stations covered both of these events.

The parties are filled with fun games geared toward dogs of all training skill levels. The dogs are also encouraged to learn a new trick at each party. Social time is provided, and all dogs end up enjoying a treat or two.

The "Halloween Howl" was the largest party at the Wisconsin Humane Society last year, attracting nearly 60 costumed canines and raising almost \$1,000. Prizes were awarded for the best costumes and the dogs played games including tricks for treats. A local TV station also featured this get-together.

Cost/Labor/Requirements

All dogs in attendance must be able to get along with other dogs, and do well in group situations. Admission to the party is \$10 or \$15, depending on the event.

The parties are easy to design and implement. One or two staff members or volunteers are needed to plan the party and additional volunteers with dog handling skills help during the event.

The costs are minimal. Spread the word with invitations/flyers, email newsletters, and add a message to your website. Send out press releases and highlight a few of the most unique or photogenic aspects of your event. Local businesses generally provide treats or prizes. Attendance should be limited to what your space and staff can manage.

Positive Aspects

These parties are great opportunities for both people and their pets to meet others, have a good time, and raise money for the shelter. The parties also bring new faces to the shelter and serve as a unique publicity opportunity. In addition to being fun and building positive relationships with the community, these parties also make great media stories and keep your shelter in the news.

JLM/V

GREEN EGGS AND HAM NIGHT!

Will he eat them in a box? Will she eat them with a fox? Will he eat them playing chess? Come find out at WHS!!

What: An evening for you and your dog to participate in silly, interactive games together!

When: Friday, September 6th, 2002

Time: 6:30 p.m.

Place: The Wisconsin Humane Society
4500 W. Wisconsin Avenue
Milwaukee, WI 53208

Bring: Your dog, a six-foot leash (no flexi or chain leashes), a well-fitted collar, plenty of tasty treats (for your dog), and a brown paper bag.

Cost: \$10.00 per canine participant.

Register: With Nora Hart (414) 431-6156.

Don't miss out...this party is sure to be a blast! Register now. Due to space limitations, each four-legged participant may ask only two humans to accompany him/her. **This party is for dog-friendly dogs only.**

IDEA NUMBER 101

*6 GUARDIAN ANIMAL NETWORK*9*

Wisconsin Humane Society

4500 West Wisconsin Avenue

Milwaukee, WI 53208

Contact: Sarah Budan, Development Manager

319-266-1872

sbudan@wihumane.org

www.wihumane.org

The Guardian Animal Network (GAN) is a grassroots neighborhood development program designed to bring community members together with experts to address animal-related issues and make Milwaukee's neighborhoods safer for animals and people. Built around the issues and questions posed to Wisconsin Humane Society on a daily basis from a wide variety of community members, the GAN is a creative delivery system for existing programs and services targeted to help communities address root causes and access needed services.

The program is designed to target neighborhoods with animals in need, where animals are allowed to stray, where abuse and neglect cases have been documented or where there are animal-centered neighborhood conflicts. The Guardian Animal Network is designed to encourage responsible animal guardianship, end cruelty and neglect, and promote kindness in the community.

Wisconsin Humane Society recruited citizens who identified themselves as being concerned about animals to join the Guardian Animal Network and serve as ambassadors in their neighborhoods. These "Animal Guardians" attend educational seminars at the shelter where they are provided with materials, information and referral options to share with their neighbors such as:

- How eligible households can access low-cost medical services for their animals
- How to obtain positive behavior modification techniques
- How to obtain Canine Good Citizen Certification
- How to access information about laws and ordinances
- How to respond to animal abuse and neglect
- How to resolve animal-related conflicts through mediation
- How to prevent dog bites and other aggression-related injuries
- How to care for feral cats
- How to solve wildlife concerns
- How to involve children in fun activities involving animals
- How to find out more about volunteer opportunities

Steps Involved

- The GAN was launched with an informational meeting that was publicized in Wisconsin Humane Society's quarterly newsletter. The meeting included presentations by a police officer and a member of Community Partners, an anti-crime program intended to lower the rate of youth crime and violence in the Milwaukee area.

Continued on next page.

- Wisconsin Humane Society secured volunteer assistance for the program from the Future Milwaukee Leadership project (volunteers who are building leadership skills and community contacts.)
- Wisconsin Humane Society and Future Milwaukee developed a comprehensive report that included:
 - A detailed map of the Aldermanic districts, including a comprehensive list of community resources and issues impacting animals
 - The types of door-to-door services already being provided to people in those districts, i.e., Meals-on-Wheels, community partners, and municipal services
 - Individualized neighborhood plans to best assist people and animals
- Wisconsin Humane Society volunteers that live in target areas learn methods to convene and mobilize their own neighbors to participate in the program through existing neighborhood meetings, block groups and other activities.

Cost

The costs associated with starting a Guardian Animal Network include staff time for administration, volunteer recruitment and support, promotional materials and direct service delivery costs. Grant funds can be obtained by applying to foundations for support.



IDEA NUMBER 102

*6 READ TO ROVER *7

Wisconsin Humane Society

4500 West Wisconsin Avenue

Milwaukee, WI 53208

Contact: Sarah Budan, Development Manager
319-266-1872
sbudan@wihumane.org
www.wihumane.org

“Read to Rover” is a partnership between the Wisconsin Humane Society (WHS) and Milwaukee Public Libraries. Elementary school children practice their reading and speaking skills by telling tales to certified therapy dogs. Each student reads to one of the dogs for 25 minutes a week for four weeks. Two “Read to Rover” sessions are held each year, one in March and one in October. Many of the therapy dogs were adopted from the Wisconsin Humane Society, and WHS volunteers bring their therapy animals to the libraries.

Public speaking is a common fear, yet the ability to communicate effectively is a top predictor of job and academic success. Studies show that people who can speak effectively do better in school as early as first or second grade. By reading aloud to an attentive and nonjudgmental canine, the kids improve their reading skills and self-esteem. “Read to Rover” also helps promote bonding between kids and animals.



How It Works

The first step is to form a partnership with a local library. In addition to helping children learn to read and enjoy the company of animals, the program offers potential for media attention and positive public relations for both the shelter and the library.

Determine a schedule for the sessions and publicize the program. The WHS “Read to Rover” program is held in four separate locations for four consecutive weeks, with two sessions held on Wednesday evenings and two taking place on Saturday mornings. Each reading session lasts for two hours. To recruit children for the program, the library sends out letters to reading specialists in the Milwaukee Public School System, and the shelter promotes it in their educational newsletter. Flyers are also distributed through the shelter and library.

Materials need to be developed for the children, which can be as simple or as elaborate as you’d like. Each student who attends all four “Read to Rover” sessions receives a WHS t-shirt, a gift certificate and a book. The shelter pays for the t-shirts and the library contributes the gift certificates and books.

IDEA NUMBER 103

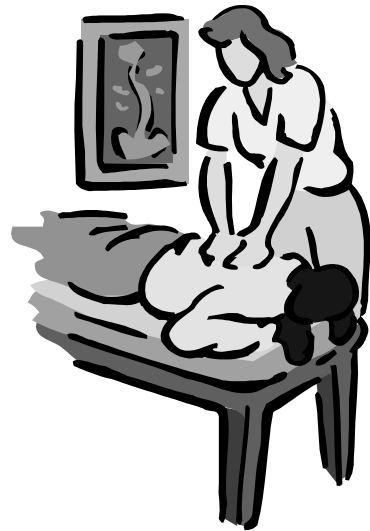
“POOCH PAMPERING” – A DAY AT THE SPA

Wisconsin Humane Society

4500 West Wisconsin Avenue

Milwaukee, WI 53208

Contact: Sarah Budan, Development Manager
319-266-1872
sbudan@wihumane.org
www.wihumane.org



The objective of Pooch Pampering is to make animals more adoptable, alleviate stress, and ensure essential “creature comforts” during and after adoption. It is designed to benefit the dogs physically, mentally and emotionally by improving their dispositions and making them the best possible candidates for adoption.

How It Works

Pooch Pampering volunteers engage in activities such as Tellington TTouch (TTouch) massage, brushing and other touch-ups so the animals can shine during their stay. The volunteers do an overall health check and give the dogs a “bath” with dog bath towelettes. The dogs get used to gentle handling by having their feet wiped and eyes cleaned. The volunteers also perform light housekeeping in the dogs’ suites to keep them clean.

To set up the Pooch Pampering Program, the Wisconsin Humane Society developed a job description and publicized the need. Volunteers attend one training session where they watch the TTouch video and an overview of the program is presented. The volunteers then practice the techniques on the shelter dogs and their own dogs at home.

Cost

Costs associated with the program are minimal. Supplies needed for the program include dog brushes, dog bathing towelettes, nail trimmers and the TTouch video. These items can be purchased or simply requested as a donation on the shelter’s wish list. Staff time is needed to train the first group of volunteers. Volunteers experienced in the program can conduct future trainings.

Editor’s note: TTouch video can be purchased at www.tteam-ttouch.com.

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