



Saving all of our
healthy and treatable
shelter dogs and cats
by 2015
is not only possible,

it's probable



The Pet Rescue Foundation

Today, U.S. shelters are killing 3.7 million dogs and cats



We need to reduce that number to
700,000 to save all of the healthy
and treatable shelter pets in the U.S.
and reach the No-Kill Nation Goal



Our Challenge

To save the 3M healthy and treatable shelter pets euthanized annually



This translates to less than 1 additional adoption per group per day!

- There are 4,000 shelters and 8,000 non-sheltered adoption organizations in the U.S.

- 43 groups in 2 Bay Area counties adopted an average of 21 pets per group per day at Maddie's 2-day Adoptathon

It's time to hand out the megaphone!



- Roughly 14 million people in the U.S. are **Pro-Adoption**: they adopted their last pet and plan to adopt their next pet.
- There are 41 million Swing Voters – the undecideds – and 17 million of those households plan to get a pet next year. They aren't anti-adoption; they just haven't decided how they're going to get their next pet.
- All we need is **3 Million Swing Voters** to reach our Goal.



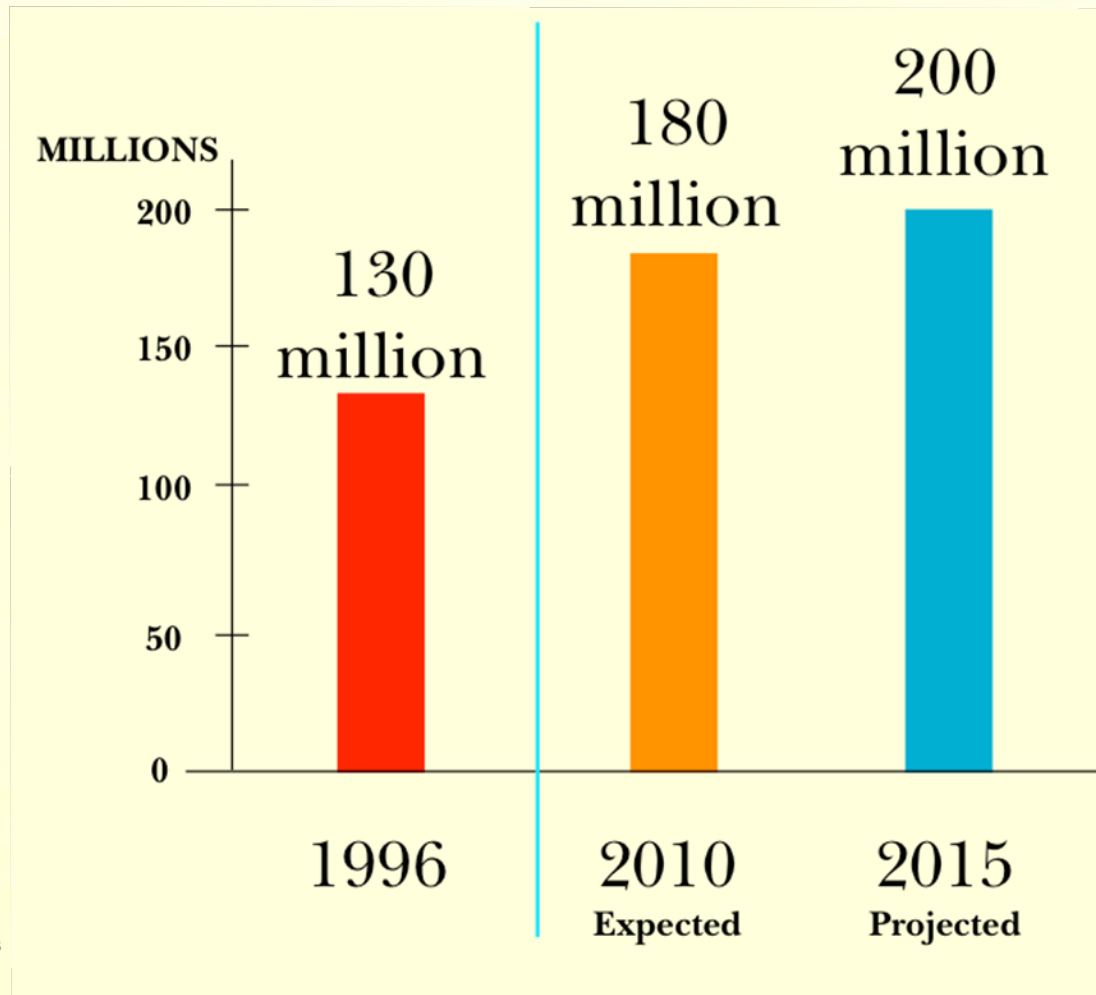
U.S. shelter deaths have plummeted since 1970

	Shelter Pet Deaths (Millions)	Save Rate	Deaths per Thousand People
1970	24	19%	115
1996	6	42%	23
2010 Expected	3.7	55%	12
2015 Projected	700,000	90%	2



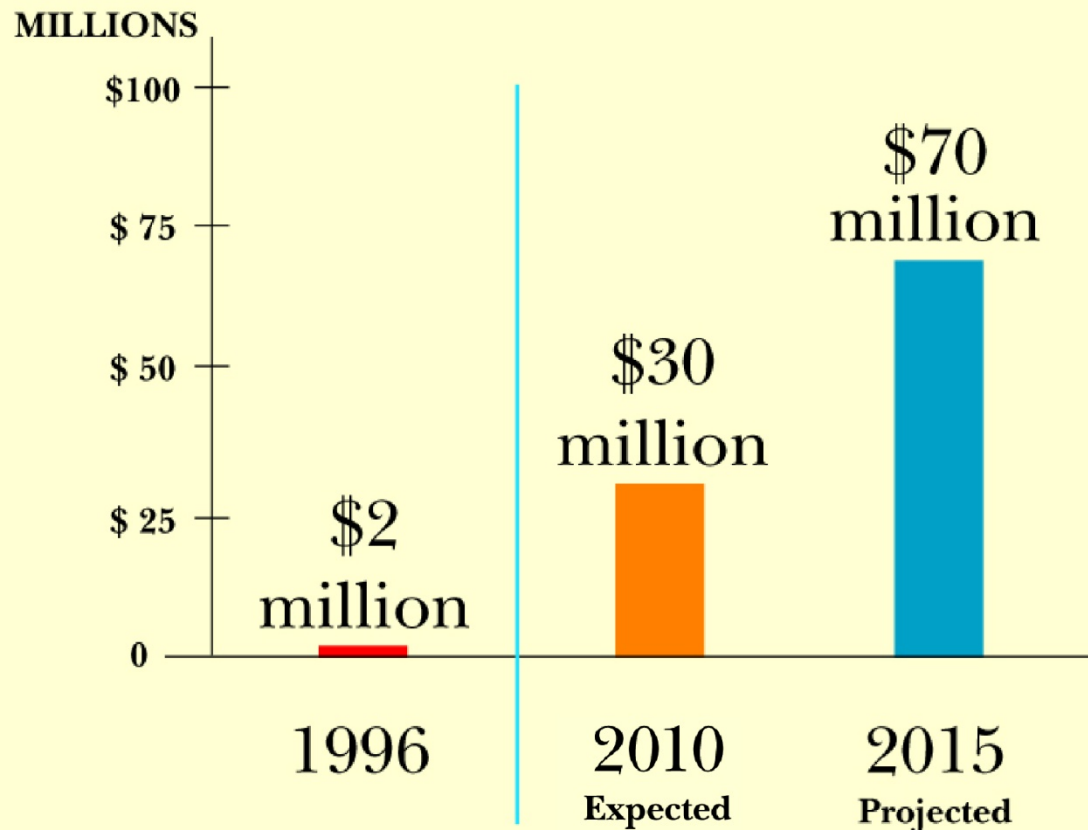
The U.S. population is growing, and more households are adding four-legged family members

Dogs & Cats in Homes



More and more animal welfare resources are coming into play

Funding from Foundations





More Opportunities for Shelter Veterinarians

- Ten years ago, there was only one shelter medicine program
- Today, 24 out of 28 U.S. veterinary schools have shelter medicine programs
- The number of veterinarians specially trained to keep healthy shelter pets well and treat shelter pets who are sick and injured is growing by leaps and bounds



A growing number of communities are proving it can be done

In 2009	Live Release Rate	Deaths Per 1,000 People
Vigo County, IN	96%	1.2
Tompkins County, NY	94%	1.2
Berkeley, CA (4 cities)	93%	1.3
Albemarle County, VA	90%	2.8
Washoe County, NV	92%	2.9
San Francisco, CA	88%	1.2
Dane County, WI	84%	1.8
Richmond, VA	75%	7.1
New York City, NY	74%	1.5



The Shelter Pet Project has LAUNCHED!

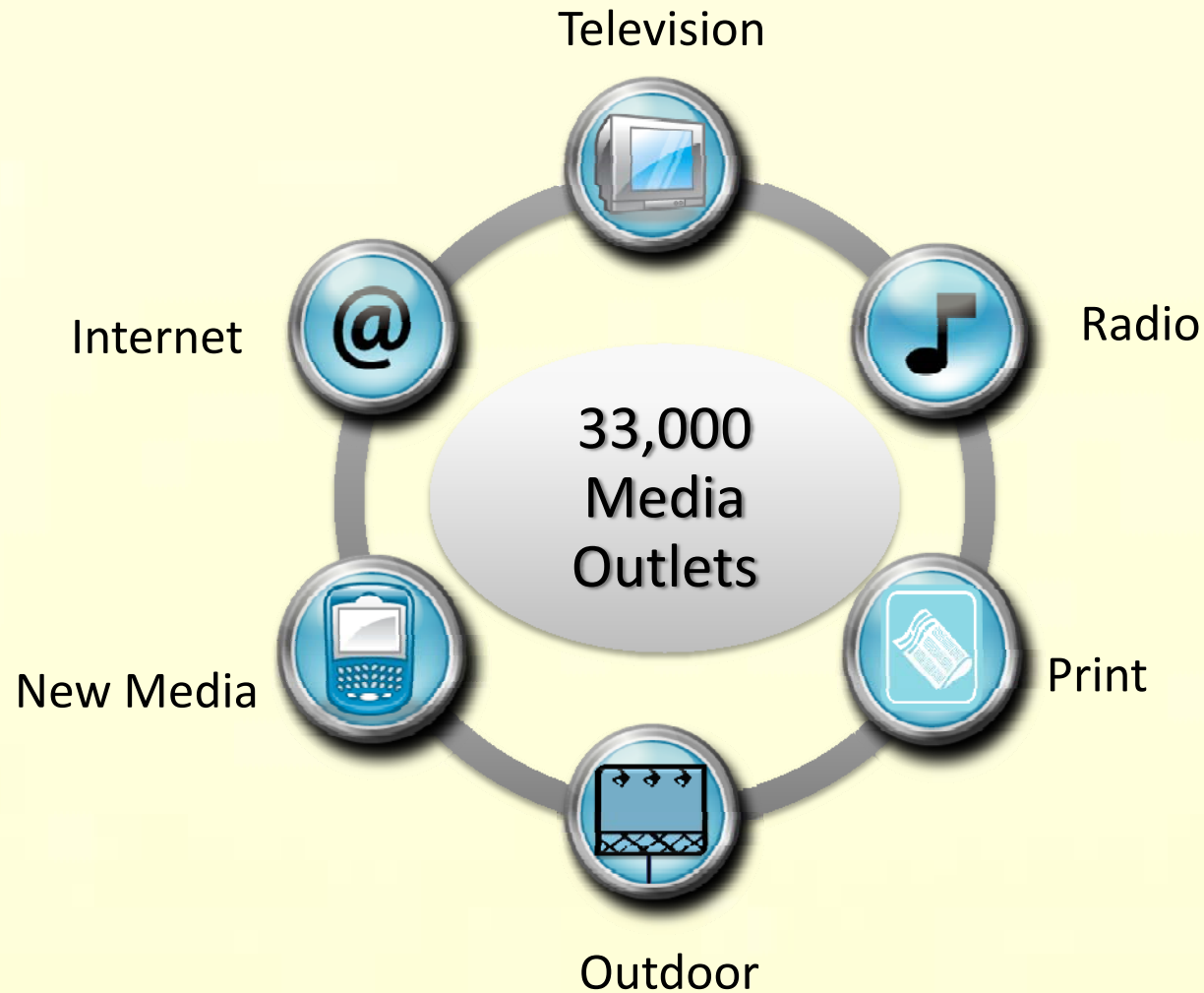


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www.TheShelterPetProject.org

Ad Council Distribution



Donated Media

October 2009 - June 2010

Total: \$ 26,176,700

Radio: \$ 10,102,500

Outdoor: \$ 10,600,605

TV: \$ 4,045,800



How YOU Can Get Involved...

- Visit www.TheShelterPetProject.org
Sign up as a Shelter Pet Project Partner on the “Get Involved” page
- Post your pets to Petfinder.com
Make sure you opt to share this data with third-party databases
- Ask local media outlets to donate time and space.
See tips for PSA Director Outreach in the Media Tool Kit
<http://theshelterpetproject.org/getinvolved>
- Promote the Shelter Pet Project in your shelter and newsletter,
on your website and your Facebook and Twitter feeds
- Campaign materials are available for viewing on the “Campaign”
page of the SPP website and downloading at www.adcouncil.tv
(TV, Radio, Newspaper, Outdoor, Web Banners)

Yes, We can get to No-Kill by 2015



- More households with pets
- More resources
- More veterinarians trained in shelter medicine
- More no-kill communities
- Massive marketing campaigns

