Pets for Life

• Door-to-door owner support services within underserved communities

• More than a traditional safety net program – proactive and outside of the shelter

• Holistic services, not just spay/neuter

• Human-focused, non-judgmental, consistent and long-term

• Redefining companion animal welfare
Pets in Poverty

• 23 million pets in poverty
• $24,300 for a family of four
• Systemically poor versus conditionally poor
• Pet services resource desert – little or no access to necessary services and information within their neighborhoods or within a reasonable distance
• Lack of engagement – receiving little or no positive messaging on pet care issues
Focus Area

• Community assessment
• Rural/Urban/Suburban – same process
• Identify the “hot spot”
• Strategic use of resources
• Results in high percentage of unaltered pets
• Long-term commitment to defined focus area
Atlanta Demographic Details

Atlanta: 456,002
Median HHI: $46,485
Percent below Poverty: 25%
Ethnicity: 51% African American, 37% White

30318: 53,622
Median HHI: $39,002
Percent below Poverty: 33%
Ethnicity: 60% African American, 32% White

30314: 21,045
Median HHI: $23,649
Percent below Poverty: 37%
Ethnicity: 97% African American

30311: 36,074
Median HHI: $27,651
Percent below Poverty: 36%
Ethnicity: 92% African American

30310: 27,775
Median HHI: $22,861
Percent below Poverty: 38%
Ethnicity: 96% African American

30315: 33,248
Median HHI: $20,951
Percent below Poverty: 44%
Ethnicity: 82% African American, 12% White

30331: 38,984
Median HHI: $19,478
Percent below Poverty: 43%
Ethnicity: 94% African American, 2% White, 3% Hispanic
PETS HAVE NOT SEEN VETERINARIAN

69%
NEVER CONTACTED ANIMAL SERVICES

84%
PETS UNALTED WHEN MET

88%
PET ACQUISITION

NEIGHBOR/FAMILY/FRIEND  55%
STRAY/FOUND             24%
PET’S LITTER            10%
BREEDER                 5%
SHELTER/RESCUE          3%
ONLINE/NEWSPAPER        2%
PET STORE               1%
What We Offer

- Spay/Neuter package
- Non spay/neuter medical care
- Pet supplies
- Miscellaneous needs (pet deposits, RTO fees, etc.)
- Transportation
- Information
- Inquiries from out of focus area
Partnerships

- Spay/Neuter providers
  - When
  - Where
  - How many

- Full service veterinarians

- TNR

- Volunteers

- Staff
Get Organized

• Documented protocols
• Detailed budget
• “Buck stops here” person
• Supplies/outreach kit
• Dedicated phone line
• Schedule, schedule, schedule!
Outreach

• Meeting people where they are in the community
• Face-to-face conversations
• Consistent, long-term presence
• Conversations on the block on porches, and in people’s homes

Not Outreach

• Tabling at events
• Facebook/social media
• Hosting one-time events
• Leaving flyers on doors and at businesses
Community Outreach

- Strategic outreach – Three types
  - Proactive: door-to-door
  - Reactive: word-of-mouth
  - Spay/neuter follow-ups

- Strategic outreach – Client categories
  - Green – said ‘yes’ to spay/neuter
  - Yellow – on the fence
  - Red – adamantly opposed
Spay/Neuter Process

• Vouchers

• 1st call within 48 hours

• Reminder call 24-48 hours before appointment

• Call after the appointment

• Home visits as needed
Relationship Building

- Be authentic and compassionate - positive interactions start with you
- Don’t judge and never assume
- Read your audience and don’t pressure – you will be back
- Ask open-ended questions and listen more than you speak
- Don’t make promises you can’t keep
- Ensure you are there to help, not to penalize
- Always end on a positive note – word of mouth is powerful
Conversion Rate - Unaltered Pets Met and Altered Through the Program

2012: 58%
2013: 80%
2014: 82%
2015: 84%
2016: 89%
TRANSFORMATIVE IMPACT OVER TIME

RELATIONSHIP BETWEEN PROACTIVE & REACTIVE OUTREACH
WISCONSIN HUMANE SOCIETY - MILWAUKEE, WI

- CLIENTS MET PER YEAR
- YEARS PROGRAM HAS BEEN IN OPERATION

TYPE OF OUTREACH
- PROACTIVE
- REACTIVE

Map of 2016 data showing areas of proactive and reactive outreach.
**TUESDAY**
- 10:00am – 11:00am: Surgery reminder calls and data entry (appointment reminder calls for Wednesday surgeries and enter touches in database)
- 11:00am – 12:00pm: Reactive outreach (home visits to drop off supplies and s/n neuter vouchers, check on pets, etc.)
- 12:00pm – 1:00pm: Lunch
- 1:00pm – 4:00pm: Proactive outreach (knocking on new doors, meeting new clients, “locking the block”, etc.)
- 4:00pm – 5:00pm: Data entry (enter client/pet/touches/surgery appt info from reactive and proactive outreach)
- 5:00pm – 6:00pm: Transport prep for Wed (organize waivers/paperwork, gather supplies/crates, etc.)

**WEDNESDAY**
- 7:00am – 8:30am: Transport pick-up for surgery and/or wellness visits (pick up pets, get waivers signed, etc.) and intake pets for surgery at clinic
- 8:30am – 9:30am: Data entry for pets scheduled for surgery/wellness visits
- 9:30am – 10:15am: Reactive phone calls and admin (check voicemails, return calls to clients, call to schedule home visits to drop off supplies, organize supplies, run reports, etc.)
- 10:15am – 11:30am: Surgery reminder calls (appointment reminder calls for Thursday surgeries)
- 11:00am – 12:00pm: Data entry (enter data/touches from reactive phone calls and surgery reminder calls)
- 12:00pm – 1:00pm: Lunch
- 1:00pm – 2:00pm: PFL Admin and transport prep for Thurs (organize waivers/paperwork, gather supplies/crates, etc.)
- 2:00pm – 2:30pm: Patient discharge and load in transport van
- 2:30pm – 4:00pm: Transport home (drop-off, post-sx instructions, etc. – drop off transport vehicle at facility)
Track outcome of each household:
- 2 unaltered female cats
- 1 male dog, already altered
- No pets
- Etc.

Note addresses where there was no answer.
“Lock the Block”

The next day you return to the block to continue proactive outreach, circle back to the houses where there was no answer.

Then continue to the next house or street. Visit houses where there was no answer 3-4 times before leaving a business card, personal note, etc. about the services you’re offering.
Mapping
Data Collection

• Track outreach, inform strategies, and report on outcomes

• Choose a system that can be utilized consistently and is searchable (Excel, Google Drive, database software, etc.)

• Develop visuals (graphs/infographics) and create maps that convey saturation and outreach strategy

• Importance of data collection and program sustainability/fundraising

• Need for non-traditional metrics that are community-based, separate from the shelter
Non-Negotiables

- No uniforms
- Free services
- Don’t take people’s pets
Fundraising and Sustainability

• Plan long-term – free/subsidized services will be needed as long as poverty exists

• Engage new supports and invigorate existing donors; diversify funding

• Communicate the complete story

• Promote thoughtfully and respectfully

• Can’t say it doesn’t work until you try … and it does work
Day of Giving Campaign

FUNDRAISING GOAL - $150,000

TOTAL RAISED
~$500,000

NEW DONORS
~40%

"I was really torn up when I lost my dog Cookie. Then Pets for Life helped me adopt Negrita. Thank goodness they were there for me, so now I can be there for my new little baby.

~ ALVIN"
Key Fundraising Components

**Baseline Info** (community assessment, resource map, outreach data points)

**Program Data Points** (showing impact, people/pets served, saturation maps)

**The Basics** (web page, eblast template, one-pager, social media strategy/calendar, vids/pics)

**Grants Calendar** (animal welfare and human services)

**Cheat Sheet** (main talking points to guide individual donor conversations)

**PFL Data Report** (to show national scope and program innovation)

**Additional Activities** (events/meet and greets, young professionals community committee, redirecting funds from other areas, matching fund campaigns, etc.)
Key Fundraising Components

Pets for Life (PFL) provides free veterinary care, services and information to people and their pets in communities with limited or nonexistent access to pet wellness resources. This groundbreaking approach opens doors and builds relationships in underserved communities through strategic, positive community engagement.

Friends of Chicago Animal Care and Control’s PFL program is dedicated to bridging the gap between animal service providers and people and pets living in poverty. The program philosophy promotes the understanding that a lack of financial means does not equate to a lack of love for and provided to a pet. Everyone’s lives can be enhanced by a pet, and those who choose to should have the opportunity to experience the unconditional love and meaningful relationship a pet brings.

For people in underserved communities, access to veterinary care is a major challenge. Often times even the lowest cost option is out of reach. PFL is addressing this lack of accessibility in order to keep pets happy and healthy in the homes they already have.

The “low-cost” spay/neuter surgery option in Chicago. Full service veterinarians can be more than double this cost.

39% Poverty rate in North Lawndale and Little Village communities, which are pet resource deserts
92% Pets untreated when first met through PFL
91% Pet owners who have never reached out to the local animal services agency
77% Pets that have never seen a veterinarian when first met through PFL
80% Conversion Rate (Percentage of pets originally untreated when met who were altered through PFL)

$160 AVERAGE COST PER PET IN THE PFL PROGRAM
(which can include spay/neuter surgery, vaccines, medical/wellness care and other supplies and services)

$335 AVERAGE COST OF CARE PER ANIMAL IN THE CHICAGO ANIMAL CARE & CONTROL SHELTER

TO SUPPORT PFL VISIT www.fcacc.org/pets-for-life

PETS FOR LIFE IS A PROACTIVE, COST-EFFECTIVE AND SUSTAINABLE APPROACH

THE HUMANE SOCIETY
OF THE UNITED STATES
Community Pets
Rethinking Cruelty and Neglect

Rich Before

Rich After!
Rethinking Cruelty and Neglect
Challenging assumptions

- September 2017 Journal of Applied Animal Welfare Science published University of Denver study
  - Race and ethnicity are not primary determinants of veterinary service utilization
- Said YES to spay/neuter on Day 1
  - 73.5% of Latinos
  - 69.4% of Blacks
  - 60.1% of Whites
Engagement

• Share the toolkit
• Give presentation to staff
• Be open minded and inclusive
• Share positive impact
• Make connections with community work
• Be patient
• No exit strategy as long as poverty exists
Keys to Success

• Build a long-term, consistent community presence

• Be patient

• Consider the community’s perspective

• Let your experiences and conversations guide your actions

• Don’t let perfect be the enemy of good!


Pets for Life Community Outreach Toolkit
www.humanesociety.org/pfl-toolkit