

MADDIE'S PET RESCUE PROJECT IN ALACHUA COUNTY
ADOPTION GUARANTEE PLAN OF ACTION

In the fifth year of Maddie's Pet Rescue Project of Alachua County, the project guarantees a home for every healthy animal in our community. To achieve this goal a comprehensive plan must be in place to facilitate the placement of the healthy animals in danger of euthanasia.

The elimination of healthy animal euthanasia can only be achieved if the following issues are addressed and/or overcome: the number of households choosing to adopt animals from a shelter must be increased (less than 20% of animals 'purchased' are from a shelter in Alachua County); current pet owners must be asked and incented to adopt a companion pet in addition to current pet(s) they own; individuals must be educated to the benefits of multi-animal adoptions when acquiring a pet for the first time; homes/fosters must be made available through solicitation and retention of foster homes for both dogs and cats.

In essence, a majority of the partners of the Alachua Maddie's Project believe that a community plateau has been reached and that the only way to humanly continue with the project while meeting goals is to increase the public's awareness of the project, and to have a community wide, multi-media campaign that drives individuals to make a conscious and well thought out decision to adopt from any one of the partners and/or the county shelter instead of choosing a pet from a newspaper, private breeder, or pet store.

In addressing each of the above issues the following plan has been created to eliminate the possibility of healthy animal euthanasia in Alachua County.

Communication

Alachua County Animal Services and the Alachua County Humane Society will remain in constant contact with the partners of Maddie's Alachua Project regarding placement needs using some/all of the following means:

- Email- an inventory list will be sent at least one time per week detailing out kennel levels, breeds, intake dates etc - this will be a complete inventory listing
- Supplemental Email- when critical needs arise due to heavy intakes/cruelty seizures/ or other circumstances shelter staff will attempt (time permitting) to synthesize the large inventory report to the animals that are in critical danger of immediate euthanasia.
- Alachua County Animal Services and the Alachua County Humane Society will work cooperatively to contact via phone the partners of the project to assess how many animals each group can accommodate.
- Adopters unable to find a pet from an adoption guarantee group will be consistently referred to partnering agencies of the project to facilitate adoptions (see attached referral form)

Collaboration with non-partner rescue groups

- Project partners will (at each group's discretion) collaborate with non-partner groups to help sustain increased adoptions. *Anticipated structure-* Maddie's partners utilize non-partners as "paid" kenneling/ paid fosters- individual agreement negotiations will be left

to the partner agencies. This should substantially increase capacity of partner agencies and possibly allow multi-location adoptions for each group.

- Animals will be marketed through both the Maddie's partner and the non-partner agency whenever possible. This strategy will be utilized heavily when overcrowding is an issue within the shelter.
- Collaborative groups may include: All About Animals, Phoenix Animal Rescue, Haven Acres, Whiskers Hollow, Heaven Bound, and breed rescues and other groups as need dictates.

Collaboration with kenneling and boarding facilities

- Should all partner and non-partner agencies have no capacity for animals in danger of euthanasia, private boarding kennels and veterinary offices will be used as emergency temporary housing for animals.
- Collaborative kennels may include: All Paws Pet Kennels, Sun Kiva Kennels, J & K Kennels,

COMMUNITY CAMPAIGN

The above referenced methods will be utilized in emergency situations to address overcrowding and the additional time required to adopt all healthy animals, however by utilizing the strategies below we are primarily relying on no "emergency" placement needs arising. Through the comprehensive and consistent campaign detailed below we anticipate few to no emergency placement needs.

Marketing/Education Campaign

ACHS has contracted with Tomes Rabold, Inc. a marketing firm based in Ocala, Florida to institute a community wide campaign relaying: the benefits of animal ownership, the benefits of multi-animal adoptions, the Maddie's Project goals, and requests for shelter adoptions from each of the partners, and the needs of the project partners. This campaign is geared to increase the current adoption plateau of our community.

Specific goals of this campaign are:

Adoptions

- Drive potential adopters to the participating groups
- Educate public as to the benefits of shelter adoptions vs. private/newspaper/pet store adoptions (esp. cost savings)
- Educate public as to the availability of pure-bred animals available at shelters
- Educate public as to the availability of small dogs at a shelter
- Increase community and corporate support of the project's goals
- Increase the number of animals adopted through education regarding the benefits of pet ownership
- Increase the number of apartment complexes that are "pet friendly" to increase adoption opportunities
- Increase remote locations for peripheral adoption events especially targeting neighboring cities within the county

Secondary Support Targets

- Increase number and quality of volunteers for project
- Increase foster homes for project
- Increased ability for partnering agencies to do public presentations regarding education/seminars/ myth-busting presentations (pit-bulls, small dogs vs. large dogs in apartment, pure bred vs. mixed breed, adult vs. puppy/kitten adoptions.)

Financial Support

- Increase public funding of the program
- Increase corporate funding of the program

The Tomes Rabold contract was implemented in November 2006 as part of Project Year Five. To date, the contractor has produced one marketing campaign: “Mixed Breeds-Florida’s New Pedigree.” A series of print and radio ads promoting this concept have been produced and are running in a variety of Alachua County media. We will evaluate the effectiveness of the “Florida’s New Pedigree” campaign in the Spring of 2007 and use evaluation data to continue to update and refine this strategy.

The Alachua Project Partners will, through collaborative advertising, consistent marketing, collaborative placement strategies, and education increase the community capacity for animals, leading to an adoption guarantee for all healthy and treatable animals.