

# Pets for Life



Final Presentation  
Non-Profit Board Program

April 15, 2015



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# Meeting Roadmap

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- Background of Pets for Life
- Interview and Field Experience Takeaways
- Identifying Areas to Service
- Recommended Areas
- Tentative Budget
- Timeline
- Q & A



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## Tens of millions of people are living in poverty with their pets

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- 1 in 6 Americans lives in poverty
- 1 in 5 Americans speak a language other than English
- 6 out of 10 U.S. households include at least one pet
- 87% of pets in these communities haven't been spayed or neutered



# Pets for Life operates in 27 communities nationwide

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- Designed to extend the reach of animal services, resources, and information to under-served areas
  - Addresses the critical need for accessible, affordable pet care
- Build relationships with people by establishing an ongoing presence in the community



- Provides free services such as vaccinations, spay/neuter, and pet supplies
- Offers training and mentorship to other animal welfare organizations



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Coalition to Un-chain Dogs is one organization Pets for Life has partnered with

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- Mission is to improve the welfare of dogs living in underserved communities
- Uses the offer of a free fence as an incentive for owners to have their dogs spayed/neutered



- Organization currently operates in Orange County, Durham, and Raleigh



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# Charlotte Humane has successfully ran Pets for Life for 3 years

- Identify a 1 block area (“hot spot”) within a zip code
  - Focus on need / poverty level, not intake rate
  - Don’t have multiple hot spots at one time
- Must be the same person going out in the community each time
- Providing transportation is critical to the success of the program
  - Higher completion rate than meeting pet owner or having them bring the pet to the appointment
  - They provide this service every 2 weeks
- Become a mentee city
  - 500 surgeries per year
  - Get a grant if reach this designation



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## Field Experience - Overview

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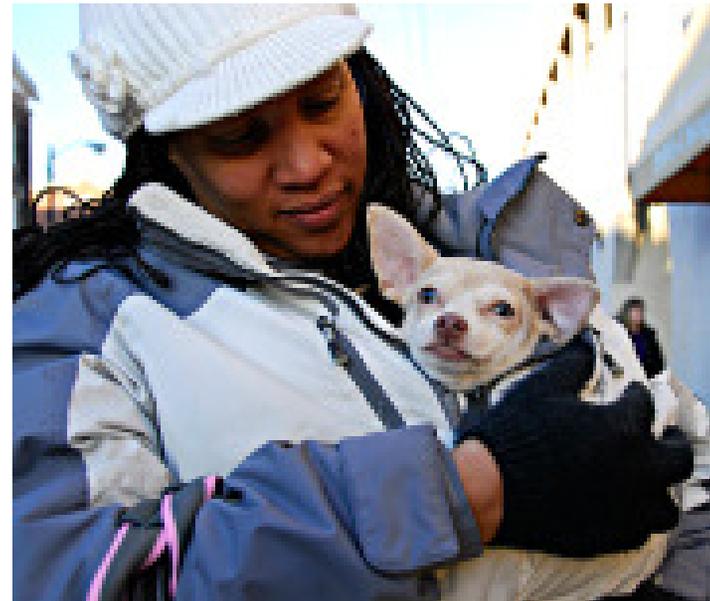
- Trip to Durham with Pets for Life founder, Amanda Arrington, and Lori Hensley for community outreach
- Visited two streets within the same area, servicing approximately 10-12 households
- Time of Saturday visit was about 4 hours



# Field Experience – Key Takeaways

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- Community members were overwhelmingly receptive to the Pets for Life Program



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# Field Experience – Key Takeaways

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- Community members were kind, engaging, and grateful. At no time did we feel threatened in any way



# Field Experience – Key Takeaways

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- Biggest obstacle to getting pets spayed and neutered was community members' **lack of transportation**



# Field Experience – Key Takeaways

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- Building strong relationships through consistent community outreach was the key to building trust with residents



## Field Experience – Key Takeaways

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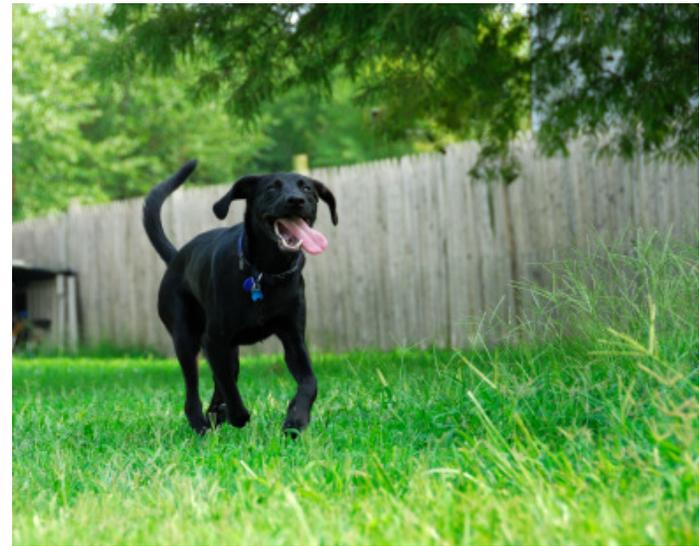
- Beginning relationships was very successful when we offered items such as leashes or de-wormer medication



# Field Experience – Key Takeaways

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- People that were reluctant to spay or neuter were much more willing to do so when Amanda and Lori offered a fence for their yard



# Identifying Areas to Service

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- Pets for Life Website includes “Community Outreach Toolkit” – [Pets for Life Toolkit Link](#)
- Toolkit lists primary factors for determining best area to begin implementing program
- Key factors include average household income, % below poverty level, ethnicity breakdown



# Identifying Areas to Service

- Area with low promise

Geography	Zip Code	Total Population	Total # of Households	Estimated dog-owning homes	Estimated cat-owning homes	Total number of dogs	Total number of cats	Ethnicity breakdown	Avg household income	% below poverty level	Educational attainment	% of renter-occupied residences
Chapel Hill	27516	38,588	14,842	6,827	5,788	10,036	12,213	White - 77.8%	\$ 72,917	15.6%	Less than HS - 36.2%	31%
								Black - 9.6%			High School/GED - 7.9%	
								Latino - 4.8%			Bachelor's - 20.2%	
											Masters - 12.4%	
											Other - 23.2%	

- Poverty level high mostly due to students



# Identifying Areas to Service

- Area to investigate

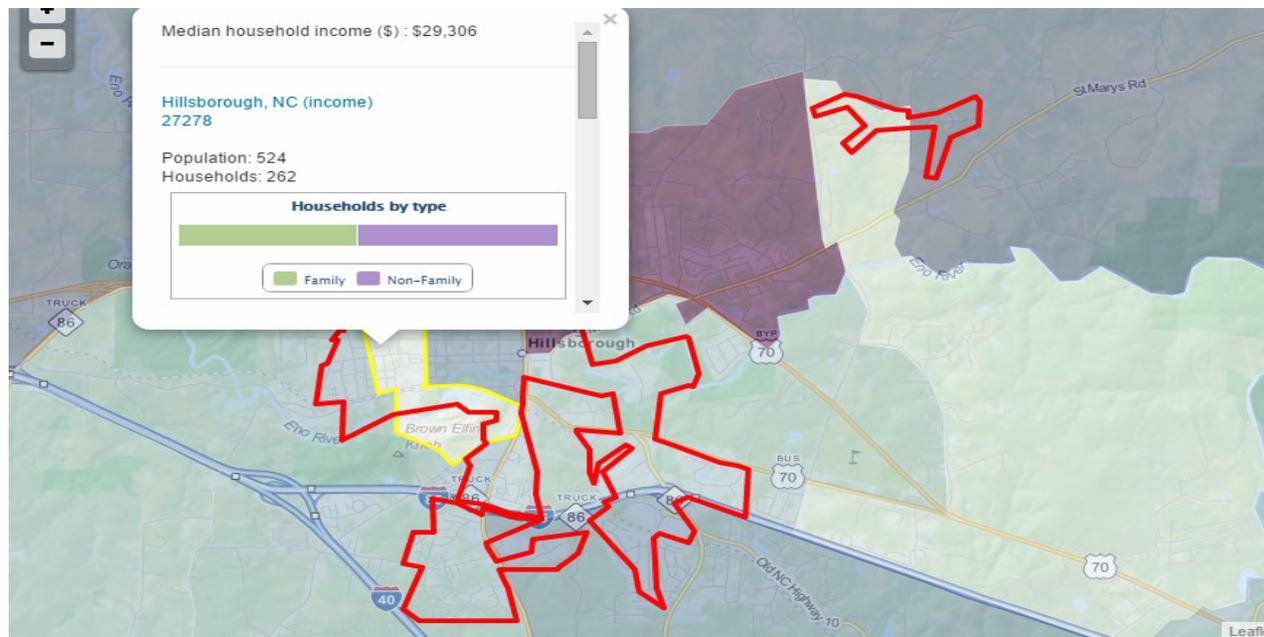
Geography	Zip Code	Total Population	Total # of Households	Estimated dog-owning homes	Estimated cat-owning homes	Total number of dogs	Total number of cats	Ethnicity breakdown	Avg household income	% below poverty level	Educational attainment	% of renter-occupied residences
Hillsborough	27278	23,897	9,559	4,397	3,728	6,464	7,866	White - 76.7%	\$ 62,973	13.5%	Less than HS - 41.4%	27%
								Black - 17.1%			High School/GED - 15.0%	
								Latino - 7.5%			Bachelor's - 14.6%	
											Masters - 7.5%	
											Other - 21.5%	

- High income in some areas, but high ethnic diversity and high % below poverty, high % with HS education



# Recommended Areas

- Hillsborough-Fairview area targeted analysis



[City-Data.com](https://www.city-data.com)



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# Recommended Areas

- Fairview – Torain Street



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# Recommended Areas

- Fairview – Terrell Street



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# Recommended Areas

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- Are you familiar with the area we have recommended?
- What do you think the pros and cons are of the area we recommended?
- Any additional areas that you think should be investigated?



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# Tentative Budget – Year 1

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Based on 36 weeks of outreach per year

Spay/Neuter – assuming 70 spays/neuters @ \$40 - \$80 per operation:	\$2,800 - \$5,600
De-wormer medication – assuming 300 doses @ \$2-5 per dose:	\$600 - \$1,500
Dog food and leashes – 72 bags @ \$10/bag and 72 leashes @ \$4.00:	\$1,000
Miscellaneous/buffer expenses (gas, extra medication, spay/neuter, etc)	\$600
<b>Total budget year 1:</b>	<b>\$5,000 - \$8,700</b>



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# Potential Savings – Year 1

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## Partner with Veterinarians

- Develop relationships with local veterinarians and gauge interest in pro-bono spay/neuter operations program
- 10 vets providing 2 weeks of pro-bono service per year provides cost savings of \$2,400 @ \$60 per operation and 2 operations per visit



# Potential Savings – Year 1

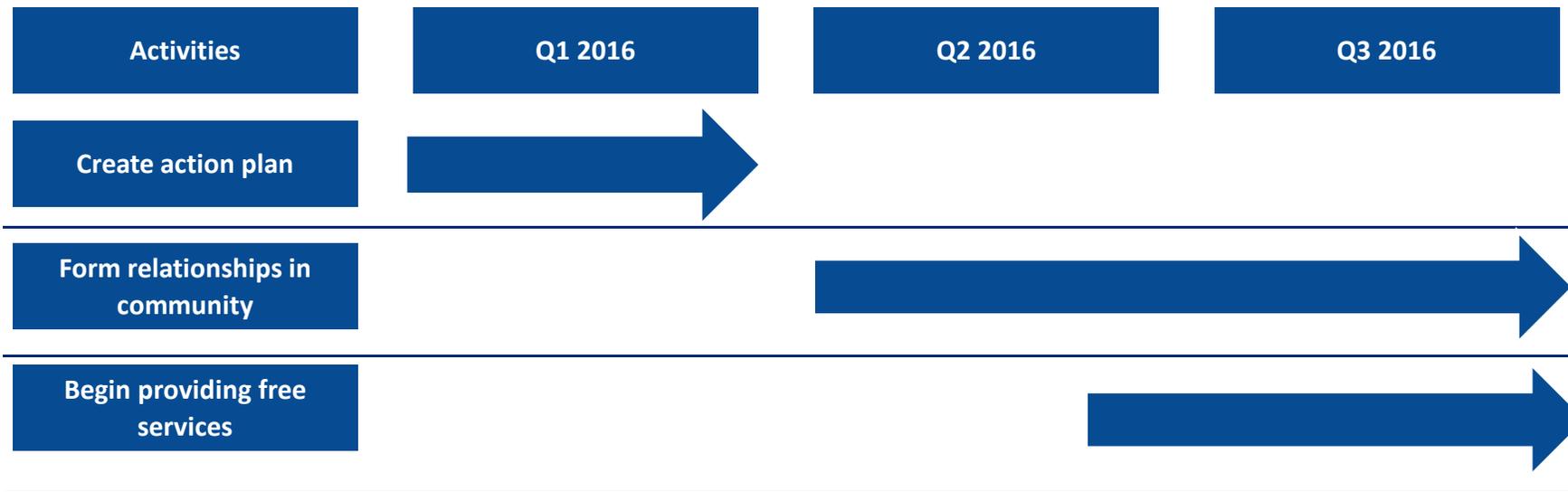
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## Partner with Retailers

- Retailer relationships could ease cost of providing medication, food, leashes, etc.
- Effectively partnering with vets and retailers could reduce budget to less than \$3,000 in Y1



# Year 1 Proposed Timeline



**Within 5-6 months, Orange County Animal Services can successfully start the Pets for Life program, further improving the quality of pets and owners in the area**



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## In the short-term, there are still services Animal Services can provide

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- Have one person dedicated to going out in the community for 4 hours bi-weekly (Saturday)
- Create awareness of different services Orange County offers
  - Inform them of recommended vaccines
  - Provide advice on vets they can visit
- Free services
  - Provide leashes, collars, and animal bedding

