



A TOTAL *Re*vision.



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COLUMBUS HUMANE:

was founded in 1883.  
is a 501 (c) 3, private nonprofit agency.  
serves 8,000+ animals a year.  
serves 3 times more cats than dogs.

Who the heck are we?



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OUR JOURNEY:

Who the heck we are.  
↓  
Why we had to change.  
↓  
How we prepared to change.  
↓  
What we actually changed.  
↓  
Our results!

Buckle up.



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COLUMBUS HUMANE:

has a budget of **\$3** million annually.

relies on donations and fees for services for more than **90%** of our income.

employs **70** staff and **420** volunteers.

Who the heck are we?



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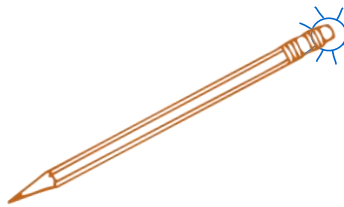
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(where the magic happens)

Sappy story.

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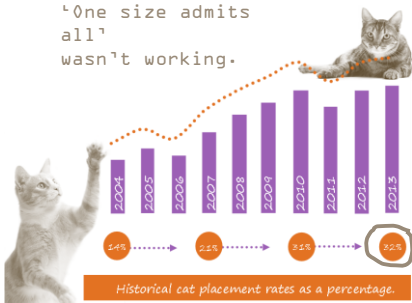
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'One size admits all' wasn't working.



Why we had to change.



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Live Releases (Adoptions, Rescues, & Return to Owners)  
Total Outcomes (Adoptions, Rescues, RT0 + Rehoming Euthanasia)

32% of what?



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We admitted 6,252 cats for potential rehoming.

That's an average of 17 cats a day.

Only 2,001 left alive.

We averaged 3.4 hours of staff time euthanizing cats each day.

We spent 2,779 care days on cats that were euthanized for medical condition.

The baseline. (2013)



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If we limit admissions, where will they go?

"They" don't like change.

Will someone harm the cats?

What if someone is actually looking for this cat?

How much will changing cost?

How much wo/manpower will we need?

What we worried about.

→ Yes.  
(It's ok. We own it.)

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People bring animals to us  
because they want to do the  
right thing.

We wanted to help.

We didn't want to limit  
anything.

We wanted to expand—  
to do and offer more, not  
less.

We  
decided.




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		Open	At Capacity
Summer	Potential for Adoption Program	Non-Critical	
	Potential for Adoption Program	Critical	
	Potential for Alternative Placement	Non-Critical	
	Potential for Alternative Placement	Critical	
NOT for Any Placement	Non-Critical		
	Critical		

The brains  
stormed.




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**ReVision August 2014**

Sun	Mon	Tue	Wed	Thu	Fri	Sat

**ReVision Leadership.**

**ReVision.**

We  
prepped.

(and then we  
prepped s'more.)

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Admission to our shelter for consideration in our adoption programs

+

Low cost, immediate veterinary exam with vaccinations, testing & parasite control.

Our actions.



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Counseling for owner/finder.

Immediate physical exams for all animals.

For cats:

- Physical exam
- FELV/FIV combo testing
- PRCC vaccination
- Strongid
- Flea/Tick Preventative
- Microchip scan
- Weight
- Photo
- Fecal exam, if needed

Help sessions.



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Admission to our shelter for consideration in our adoption programs

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Low cost, immediate veterinary exam with vaccinations, testing & parasite control.

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Complimentary promotion on newly created RescueNet & Pet FBI

Our actions.



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RescueNet.



Horizontal lines for notes.



The Lost and Found Pet Information Center

Search and post reports on Pet FBI's humongous database!  
Learn what to do and whom to call.

Pet FBI is a non profit all-volunteer organization, helping rescue people with lost pets since 1998 as a free community service.

All stray cats over 8 weeks of age are posted.

You can use it, too. Check it out:

**PetFBI.org**

PetFBI.



Horizontal lines for notes.

Admission to our shelter for consideration in our adoption programs

Intervention supplies (food, litter boxes, behavior mod. tools, training, etc.)

Low cost, immediate veterinary exams with vaccinations, testing & parasite control.

Subsidized adoption fees to encourage the adoption of a homeless animal

Complimentary promotion on newly created RescueNet & Pet FBI

Low cost spay or neuter surgery & microchipping

Our actions.



Horizontal lines for notes.

WE PROVIDE:

- Dog crates
- Litter boxes
- Litter
- Canned and dry food
- Kitten milk replacer / bottles
- Blankets & towels
- Newspapers
- Cleaning supplies
- Toys
- Softpaws
- ~~25 gift cards to local retailers~~

The goods.




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IN THE FIRST 12 MOS. OF REVISION:

- We increased cat adoptions by **19%**.
- We decreased cat euthanasia by **70%**.
- Our cat placement rate climbed from **34%** to **66%**.
- 551** cats were served and NOT admitted ("diverted").
- 853** cats deferred admission—**505** completed.

It worked.




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CALENDAR 2015:

- We decreased average length of stay in adoptions for cats by **3 days / 26%**.
- We decreased cat euthanasia by **70%**:
  - for medical condition—down **40%**
  - for temperament—down **74%**
  - for respiratory infection—down **86%**
  - for space—DOWN **100%**

It worked.




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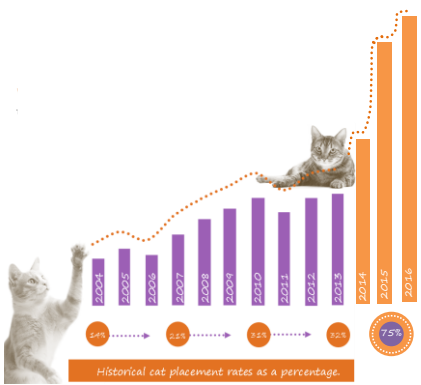
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Ta-Da!

Boom -

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THE TREND CONTINUES:

Placement rate for cats in 2018 was **78%**.

Placement rate YTD 2019 is **81%**.

We still haven't euthanized any animal for space/lack of capacity **since October of 2014**.

We have far better relationships with rescues than we once did, though we see fewer cats go to rescue. (ask me why)

Still going strong.




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ALSO IN 2015:

Complete renovation of our animal support center.

Expanded our surgical program from **4 days to 7 days per week**.

**3** Managers had babies and **2** had hip surgeries.

Oh yes you can.




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INSIGHTS:

For heaven's sake—PREPARE!

Call yourself out—don't give someone else the chance.

Lead by addressing the worst fears.

Identify stakeholders and communicate in advance and often!

Track your progress.

To-Do List



Seven horizontal lines for writing a to-do list.



Rachel D.K. Finney, CAWA  
CEO, Columbus Humane

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Thanks!



Seven horizontal lines for writing a message or notes.