Rachel D.K. Finney is a Certified Animal Welfare Administrator with 13 years of experience in animal sheltering. Finney has degrees in nonprofit management, psychology, political science and sociology from Indiana University. She began working in animal welfare as the Executive Director of the Union County Humane Society in Marysville, OH and serves as the Executive Director at the Capital Area Humane Society in Columbus. Rachel operates under the philosophy that we should "never be afraid to do the right thing." Finney shares her home with her husband, 2 children, 2 dogs and 2 cats.

Shelter Diversion Programming
We implemented a brand new program – ReVision - in 2014-2015. After reviewing year-end intake and outcome statistics for animals in 2013, The Capital Area Humane Society in Columbus, Ohio embarked on a new path. While placement rates for dogs remained in the 80% or more range; the organization continued to struggle with options for cats. We placed a higher percentage of cats than ever before in our 131 year history, but only one in three cats had a live release in 2013. Tiny changes were only going to yield tiny improvements. It was time to think BIG and change everything about how we did our work!

We dove deep to understand our data, how our programs impacted the animals and people we served and reflected on what our community really needed most. We also spent a lot of time researching the programs and methods used by other shelters around the country. No one approach was a good fit for us, so we set out on our own path. This presentation is about what we did, how we did it, our results and how other shelters can do it, too. Attendees will get a step-by-step map to implementation, important data to track, how to influence decision-makers, how train staff and how to communicate changes. Sample forms, process maps and calendars will be furnished to attendees.

In summary, we:
- expanded programs to offer immediate health exams to all animals in need (including
diagnostics, vaccinations and parasite prevention/treatment;
- created an easy-to-use network of cat-serving agencies in our area to offer more options to people with pets in crisis;
- Provided critical need supplies to people willing to keep a cat either temporarily or permanently including caging, litter box supplies, food, milk replacer, etc.;
- reduced adoption fees dramatically; and
- offered reduced cost spay/neuter and microchipping.

In the first 12 months (September 2014-August 2015) we:
- Reduced euthanasia of admitted cats by 70%
- Increased adoptions by 19%
- Prevented admission for 551 cats by providing services and supplies to keep pets in homes
- No longer needed to euthanize cats for space

With careful consideration and planning, this model can be implemented in shelters across the country.

Katherine Shenar, MA, Executive VP, San Diego HS & SPCA

Katherine Shenar is the Executive Vice President of San Diego Humane Society and SPCA. She has spent more than 20 years working in animal welfare management. She has been integrally involved with five mergers - four in animal welfare - and provides insight and guidance to those considering traveling this exciting journey.

Mergers: Hear the Realities so you can Prepare
Will a merger of like-minded organizations who share core values help the animals and people in your community? Absolutely! You've heard the benefits: streamlined efficiencies, greater impact, new fundraising opportunities, and, best of all, more animals saved! But whether you're considering a merger, in the middle of one, or simply have curiosity about how to make one happen, hear from those who have traveled this journey and are thriving after the dust cleared.

Lessons learned and "We wish we knew this first..." stories will help those interested in exploring mergers make informed decisions. Bring your questions! We might not have all the answers but we sure have a lot of experience on this topic!
Amanda Gwilliam, Customer Experience Manager, Arizona Humane Society

Amanda Gwilliam is the Customer Experience Manager for the Arizona Humane Society. She oversees the Pet Resource Center, a call center designed to offer compassionate customer experience and provide struggling pet owners who are considering surrendering their pet with alternatives and helpful resources that may allow them to keep their furry companions by their side. Amanda’s background is in managing sales and services teams in retail and call center environments, and she is passionate about employee engagement, organizational culture, and customer relationships.

Difficult to Adopt Programs
Objective: Save More Lives + Keep Pets in Homes
- Admissions by Appointment
  - Offers best chance of success for pets and their people 30-minute intake appointment
- Medical and behavior evaluation
  - Less stressful for pet and customer transparent conversation about pet’s outcome and options
- Pet Resource Center Planning Implementation Tools
  - Expand Customer Experience
- What does success look like?
  - The Stats
- Breakdown of calls
  - More than 55,000 in first year! Reasons for calls
- Resources

Jamie Fitzpatrick, Director of Animal & Client Services, Maui Humane Society

Jamie started working at a small humane society 14 years ago as an interim job and accidentally found a career in animal welfare. After six years at Heartland Humane Society in Corvallis, Oregon, Jamie became Shelter Operations Director at Willamette Humane Society in Salem, Oregon where she helped oversee the opening of their Humane Alliance model spay/neuter clinic. Three years ago Jamie started as Director of Animal & Client Services for the Maui Humane Society where she oversees animal care, adoption, transfer, intake, and customer service programs for this open admission shelter that receives over 8000 animals per year. Maui Humane Society is a private non profit shelter with the county contract for animal sheltering and animal control services.

Beach Buddies (Dog Enrichment & Community Engagement)
Who doesn’t want to take a shelter dog out for the day? You don’t need a tropical island to enjoy the benefits of Maui Humane Society’s Beach Buddies program.
Sending shelter dogs out with strangers for the day sounds very uncomfortable to most shelter folks, but it turns out that the logistics are manageable and the benefits are incredible.

How Beach Buddies Works:
- Participants sign up online using VolunteerSpot.
- Animal Care staff nominate Beach Buddy dogs for each session, including backup dogs in case some are adopted.
- Lead staff match participants with selected dogs.
- On Beach Buddy days, staff member and a volunteer prepare dogs for their outing (bathing and harnessing).
- Participants gather at pick up time for brief orientation and paperwork with lead staff member.
- Participants are sent with supply bag (poo bags, water bowl, towel, etc), map and recommendations for activities.
- Dogs and participants spend the day having fun!!
- Participants return dogs to the shelter by an hour before closing.
- Animal Care staff settle dogs back into their kennels while Customer Service staff provide participants with outing log to record summary of their day.
- Participants are encouraged to send in pictures of their adventures which can then be used for a dog’s profile and to promote the program.

Why Beach Buddies is worth it:
- Dogs get valuable enrichment and a break from the kennel environment.
- Each participant writes a summary of their day, telling us how the outing went and what they learned about the dog. This invaluable information is shared with potential adopters and transfer partners, helping dogs find good matches.
- This program is a great opportunity to engage specific volunteers, giving them ownership of a program.
- During orientation participants learn about other Maui Humane Society programs and how to get involved even if they don’t live in our community.

Why miss this opportunity to engage your community, give your dogs a break from the shelter, and learn more about the dogs in your care? And you don’t even need a beach. Try a picnic at the park, stroll through downtown, or hike by the river.

Donna Stucker, VP of Development, Humane Society of Charlotte

Donna is the Vice President of Development overseeing all fundraising efforts for HSC. She and her team currently raise over $2 million annually, up from $800,000 in 2008, to support the important work of the shelter which is to be a community resource committed to improving the lives of companion animals through adoption, spay/neuter and education.

Donna currently serves on the Board of the Charlotte Chapter of the Association for Fundraising Professionals and has completed additional studies with the Leadership Gift School through the Institute for Philanthropic Leadership in Charlotte as well as the Business Essentials for Non-Profit Management course at Wake Forest University.

Marketing Ideas for Donor Segmentation
- Segmenting/targeting donors to engage specific donor groups
- Developing a young professionals group
- Creating a women’s-only luncheon
**Don’t Hold Cats – Save Them!**
Michigan Humane Society (MHS) made a bold move more than one year ago in a targeted effort to save more cat lives. With a 1% reclaim rate for stray cats with NO traceable identification and a vague state law, MHS decided to turn the life savings odds in the favor of its felines. Challenging both state law and common practice, MHS proceeded to eliminate the holding of stray cats who could immediately be placed into a new home and had NO form of traceable identification. Getting unidentified stray cats up for adoption and into a home as soon as possible greatly reduces their chances of getting sick while greatly increasing their odds of a healthy and happy outcome.

Note: Cats with ID are held until their owners can reclaim them and unadoptable cats are held for a minimum of 4 days, after which they may be eligible for MHS’ shelter - neuter - and release program.

Come hear the challenges associated with this bold move and how it is significantly saving more lives!

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Be sure to sign up for the SAWA Event App and complete the evaluation following the session. This **Birds of a Feather** networking session has been designed to meet your critical input in the past. We strive to continually improve.