The Capital Area Humane Society: was founded in 1883. is a 501 (c) 3 private nonprofit agency. serves 9,200+ animals a year. serves 3 times more cats than dogs.

Who the heck we are.

The Capital Area Humane Society: has a budget of $2.6 million annually. relies on donations and fees for services for more than 90% of our income. employs 50 staff and 550 volunteers

Who the heck we are.
Why we had to change.

-One size admits all- wasn’t working.

32% of what?

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

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

We decided.

We wanted to help.

We didn't want to limit anything.

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

Our actions.

- Admission to our shelter for consideration in our adoption programs
- Intervention supplies (food, litter boxes, behavior modification tools, training, etc.)
- Low cost, immediate veterinary exam 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

Help sessions.

- Counseling for owner/finder.
- Immediate physical exams for all animals.

For cats:

- Physical exam
- FELV/FIV combo testing
- PRCV vaccination
- Strongid
- Frontline/Capstar
- Microchip scan
- Weight
- Photos
- Fecal exam, if needed
In the 12 months 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.

Calendar 2015:

We decreased average length of stay in adoptions for cats by 3 days / 28%.
We decreased cat euthanasia by 70%:
   for medical condition—down 40%
   for temperament—down 74%
   for respiratory infection—down 86%
   for space—DOWN 100%
Ta-Da!

Before you try this at home.

Insights:

- 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.

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Bring it.

Thank you!