

**HOW TO BE A**

# **SUPERHERO**

**FOR SHELTER  
ANIMALS**



**A PUBLICATION OF THE NO KILL ADVOCACY CENTER**

# 10

**Be the Boss!**

**Lend a Helping Hand**

## **Powerful Things YOU Can Do to Save the Lives of Shelter Animals**

**Rescue Animals on Death Row**

**Promote Animals for Adoption**

**Start a National Campaign**

**Pass a Shelter Reform Law**

**Take over Your Shelter**

**Fill a Gap in the Safety Net**

**Wage a Political Campaign to Reform Your Shelter**

**Utilize Your Talent or Skill**

**SHELTER** killing is the leading cause of death for healthy dogs and cats in the United States. Today, an animal entering a shelter has roughly one chance in two of making it out alive, and in some places it is as low as one in ten, with shelters blaming a lack of available homes as the cause of death. And yet, statistics reveal that there are ten times as many people looking to bring an animal into their home every year as there are animals being killed in shelters because they lack one. Almost half of all animals who enter our nation's shelters go out the back door in garbage bags rather than out the front door in the loving arms of adopters despite the fact that there are plenty of homes available. And when animal lovers question the excuses used to justify this killing, shelters and their allies at national "humane" organizations respond, "We are all on the same side," "We all want the same thing," "We are all animal lovers" and insist that criticism of shelters and staff is unfair and callous because "No one wants to kill." The facts, however, tragically and frequently tell a very different story. How can you fix a problem you refuse to admit exists? How can shelters reform their practices when they refuse to have standards and benchmarks that would hold them accountable to the best performing shelters in the nation? They can't. They don't. And they won't.

In addition, the large national groups which animal lovers have historically turned to for guidance have never created a single No Kill community in the U.S. because that has never been their goal. But smaller organizations have. Individuals have. Instead of writing checks to organizations that already have millions of dollars sitting in bank ac-

counts, put those checkbooks away and roll up your sleeves. If you want to help animals, do it yourself: like the activist who started a No Kill movement in his community where he took on not only a regressive shelter director, but also an entrenched city bureaucracy and won. Or the animal lover who became informed about the No Kill movement and walked into his local shelter, announced, "There will be no more killing in the shelter," and then proceeded to make it come true. Or the animal rescuer who singlehandedly created the infrastructure necessary for her local shelter to go No Kill. Or the activist that began marketing shelter animals, resulting in adoption rates of 99%. Or the long-time animal welfare professional who took over a shelter known for cruel treatment of animals and high rates of killing and overnight turned it one of the safest communities for homeless animals in America. Or the new shelter director with no prior experience who ended the killing the very day he started. Or the group of volunteers who took over the running of their shelter and finished their first year with a 91% save rate.

No Kill advocates come from all walks of life.

In one Kentucky community, a critical care nurse spearheaded the effort. In a Texas community, a police officer led the charge. In California, it was a college professor. Though they have different backgrounds, different skills and a different focus, these activists shared a commitment to end the killing in their community and the determination to see it through. Their story can be your story. You'll be amazed at what you can accomplish if you grant yourself the authority to try.





*How to be a*  
**SUPERHERO**

# **TEN POWERFUL THINGS YOU CAN DO TO SAVE SHELTER ANIMALS**



*So much killing! An unresponsive director, an unmotivated staff, no foster care program, no offsite adoption events, no vet care! **My fellow rescuers and I could do so much better than this!***



# **FORM A GROUP & TAKE OVER THE SHELTER**




# If you want something done right, **DO IT YOURSELVES**

The animal shelter in a Northern California community is set deep in the back of an industrial zone, past waste management and other government buildings, and then down a dead end street. As many shelters across the country are, it was purposely built in the cheapest way, in an out of the way location, to warehouse and kill animals at the lowest possible cost. And once, that is what the shelter did. At one point, refusing to ignore the lack of veterinary care for the animals and unacceptable rates of killing, the volunteers revolted and the city fired them all. But that was another time, another administration, worlds away from where the shelter is today.

By 2011, with rising costs, the City was spending close to \$1,000,000 a year running the shelter and, after 126 years of running the pound, was looking to find a way out. A group of volunteers put in a bid to take over running it, offering to do it for \$300,000 a year. The group agreed to fundraise to make up the difference. The City's police department continues to run animal control field services, but the deal - which the City accepted - nonetheless amounted to a significant savings: about half a million dollars annually. It turned out to be the classic "win-win." Today, over 95% of all animals are being saved. At the shelter, you will find committed staff members, well-cared for

**HELP FROM**

**your trusty**  
***Sidekick:***



**THE NO KILL  
ADVOCACY CENTER**

Who's got your back during your altruistic feats of daring do? *We do!* Contact the No Kill Advocacy Center for a free shelter business plan, sample job descriptions, and policies and procedures.

animals, and animal control officers coming and going with a smile on their faces, the look of people satisfied with a job well done. As soon as you walk in, someone will say “hello,” ask you if you need help, tell you about the animals they have and ask you if you want to adopt one, all before you have the opportunity to say “hello” back.

They are part of a growing number of shelters that have rejected the excuses of why ending the killing animals is impossible, of why things have to be done the same way year after year, of why there is no choice but to accept the deadly results. And they are not alone.

In a Midwest community, a small group of individuals created an organization and bid on the animal control contract in just three weeks.

They had five weeks to hire staff. Today, the shelter - which used to kill seven out of 10 animals - saves roughly nine out of 10.

And in another city once beset by public acrimony over poor care of animals and high rates of killing, animals lovers who took over the shelter state, “We figured out how to save over 97% of ALL our animals in an open admission city pound. By doing so, we have tons of donations, tons of volunteers, and tons of happy adopters. We run out of animals! In my experience, animal advocates arguing that we ‘have to kill’ animals (followed by the usual excuses) is false. Kill shelters are on the way out. Modern, high achieving shelters are going to make sure of that.”

# MARKET ANIMALS for Adoption

# #

# 2



# Give Them Their 15 Minutes of Fame

## BE A PET PUBLICIST



In one community, activists realized that a shelter and shelter animals that are out of sight are also out of mind, so they approached the shelter about marketing animals and taking them offsite for adoption to where people live, work, and play. When the shelter refused, they decided to do it themselves, launching a website, posting animals on adoption websites like Petfinder, partnering with local media to highlight animals available for adoption, using social media, and taking animals offsite for adoption. What worked for them? Good customer service, adoption promotions and incentives, and utilizing a retail marketing approach to shelter animals. The end result? Save rates in excess of 95% at the animal control shelter year after year.

**INTRODUCE  
SHELTER  
REFORM  
LEGISLATION**

**#**

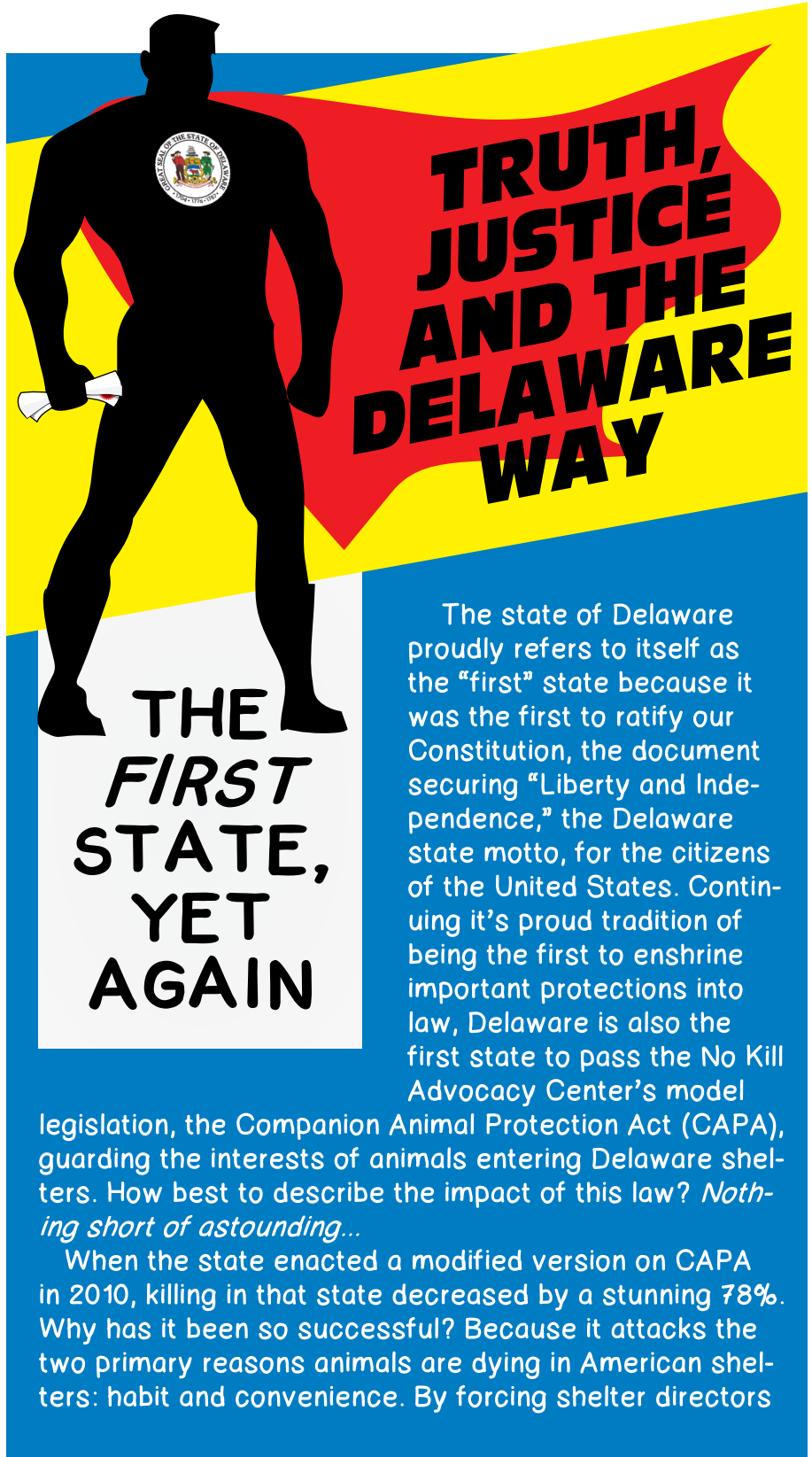
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# The Most Powerful Weapon of All: **LEGISLATION**

Many shelters kill neonatal kittens despite foster parents willing to bottle feed them. They kill puppies despite rescue groups willing to save them. They kill rabbits without ever giving them a chance for adoption. And they kill community cats rather than sterilize and release them back to their habitats. Because too many shelters are not voluntarily implementing the programs and services that make No Kill possible, animals are being killed instead. Because animals are being killed, taxpayer money is being wasted. And the shelters which are supposed to reflect the values of animal loving Americans who fund them are instead undermining them. To combat this, activists should seek legislation that mandates the programs and services of the No Kill Equation (see page 25) which have proven so successful at lifesaving in shelters which have implemented them and which require that shelters embrace the only model that has actually ended the killing of healthy and treatable animals.

That is what a group of No Kill advocates and rescuers in Delaware did in 2010 and they succeeded. A shelter reform law passed both houses of the state legislature unanimously and was signed into law by the Governor. Since then, killing in shelters has declined statewide by 78%. In California, a small group of activists wanted to make it illegal



**TRUTH,  
JUSTICE  
AND THE  
DELAWARE  
WAY**

**THE  
FIRST  
STATE,  
YET  
AGAIN**

The state of Delaware proudly refers to itself as the “first” state because it was the first to ratify our Constitution, the document securing “Liberty and Independence,” the Delaware state motto, for the citizens of the United States. Continuing it’s proud tradition of being the first to enshrine important protections into law, Delaware is also the first state to pass the No Kill Advocacy Center’s model legislation, the Companion Animal Protection Act (CAPA), guarding the interests of animals entering Delaware shelters. How best to describe the impact of this law? *Nothing short of astounding...*

When the state enacted a modified version on CAPA in 2010, killing in that state decreased by a stunning 78%. Why has it been so successful? Because it attacks the two primary reasons animals are dying in American shelters: habit and convenience. By forcing shelter directors

to stop abhorrent but commonplace practices such as killing animals even when there are empty cages or when a rescue group is willing to save them, Delaware CAPA requires that directors reject killing and embrace common sense lifesaving policies and procedures instead. Legally mandating that shelters embrace humane ways of operating which most people would be stunned to learn are not already standard operating procedure, is the quickest and most effective means of ending the indiscriminant and unethical killing of American's shelter animals.



According to the Delaware Office of Animal Welfare, the passage of Delaware CAPA has *"improved the quality of care animals receive and has saved thousands of animals that would otherwise have been [killed] due to outdated policies and practices."*

for shelters to kill animals when rescue groups were willing to save them, but they faced formidable opposition. The League of California Cities, the California Animal Control Directors Association, the State Humane Association, the large animal protection groups, and virtually every shelter in the state were opposed. Refusing to back down, they waged a legislative campaign and won. Today, the number of animals saved, rather than killed, has increased 370% - over 46,000 animals a year, saving taxpayers \$1.8 million dollars annually. In Austin, TX, activists similarly succeeded in unanimously passing a No Kill plan that mandates the programs and services of the No Kill Equation over the objection of the animal shelter director, other shelters, and the large national groups, leading to save rates as high as 93%. And more recently, activists in St. Paul, MN, succeeded in passing a shelter reform law that mandates transparency, requires shelters to work with rescue groups, and increases holding periods.

**CAPA =**  
**↓ 78%**

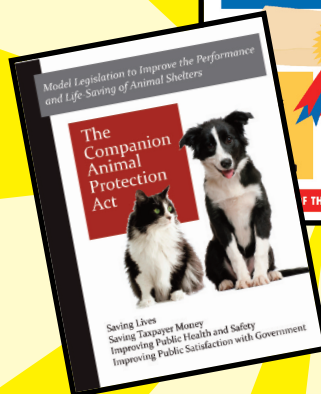
**DECLINE IN KILLING,  
STATEWIDE**

If every state passed CAPA, 2,950,000 of the 3,000,000 animals who are killed nationwide every year would be saved instead.

**HELP FROM**

**your trusty  
Sidekick**

**There Ought  
to Be a Shelter  
Reform Law**



**THE NO KILL  
ADVOCACY CENTER**

Visit our website for free model shelter reform legislation, a guide on how to get legislation introduced and passed, and studies which show such laws not only save lives, they save taxpayer money.

**REFORM  
THE SHELTER  
THROUGH  
POLITICAL  
ADVOCACY**

**#**

**4**



## **Unleash the Power of the VOTING BOOTH**

When activists approached the Mayor and City Council in one Texas community, asking them to embrace a No Kill orientation, the city shelter was killing over 14,000 animals a year: that's thousands every month, hundreds every week, dozens every day, one every 12 minutes the shelter was open to the public. The City Council unanimously sided with the shelter which opposed No Kill efforts.

Legislators often take the path of least resistance and the path of least resistance is often

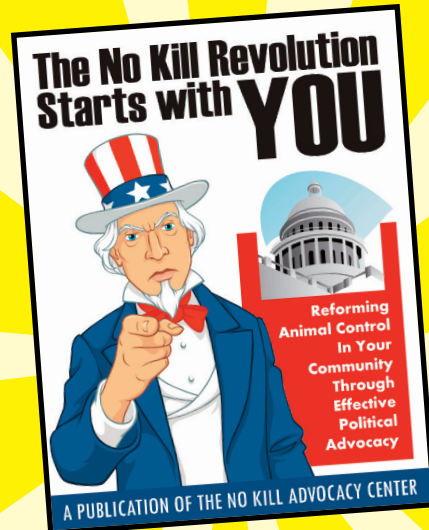
lined with the dead bodies of dogs, cats, rabbits, and other animals killed in shelters. To make ending lives, rather than saving them, politically untenable, animal lovers need to engage in smart, strategic, and effective political advocacy. In addition to meeting face to face with legislators to discuss their goals and the means to achieve it, activists should involve the media in order to make saving lives a “kitchen table” issue. If legislators believe that people are talking about this at the kitchen table and do not want the animals killed, they are more likely to embrace a No Kill orientation for the shelter. Right now, many legislators are working under the premise that killing is cost-effective and that the public is indifferent, except for a small, vocal minority. Changing that is key to changing votes, and that requires soliciting their political support for your cause by being in the public eye.

After engaging in a campaign to win the hearts and minds, and more importantly the votes of the city council, Texas animal lovers succeeded in getting a No Kill plan introduced and passed unanimously. Today, that city saves 93% of the animals. The days of rampant killing in the face of readily available alternatives are over.

## YOU’VE GOT THEM AT HELLO!

Playful kittens, wiggly puppies, fuzzy bunny rabbits...what’s not to love about the interest group animal activists represent? Could they get any more adorable, appealing or sympathetic? Impossible! As far as the public is concerned, you’ve got them at hello. 96% of Americans surveyed stated that we have a moral duty to protect animals and should have strong laws to do so. Three out of four people already believe it should be illegal for shelters to kill healthy and treatable animals, and as far as the others are concerned, no doubt most have been misled by historical sheltering dogma that portrays that killing as a necessity when it is not. It’s your job to teach them otherwise while harnessing the abundant love and compassion for companion animals that *already* exists in your community. One animal activist who led a successful campaign for No Kill in his hometown fondly recalls that while there was no No Kill movement before he started one, as soon as he began to spread his message far and wide, people came out of the woodwork to help. Don’t mistake the lack of an existing No Kill effort in your community for a lack of caring. Someone has to start the ball rolling and that someone can be you!

## HELP FROM your trusty *Sidekick:*



## THE NO KILL ADVOCACY CENTER

Visit our website for a free guide to political advocacy, giving you step by step instructions on turning an indifferent city council or county commission into a friend of the animals.



# MAKE SHELTER REFORM A POLITICAL ISSUE

VOTE

When shelter leadership refuses to do what is right by the animals they serve, it is often necessary to go above their heads. In most communities, that means the people who have hired them to perform animal services: the Mayor and City Council. As a shelter reformer, your success requires that the people in these positions support your goal either because they, too, care about animals, or because with a highly informed, animal loving electorate kept abreast of their every move, they simply have no choice *but* to care. Make sure your elected public officials understand that because of your efforts, when their local electorate enters the voting booth, they know *exactly* where the candidates stand on the issue of protecting shelter animals.

In addition to press releases to local media, placing ads in widely read publications which capture the public imagination and which inform citizens in your community about the No Kill effort are important. By publicizing the support, disinterest or thwarting of your efforts by elected officials and by asking people to reach out to express their support for your cause to those officials, politicians come to understand that shelter animals matter to the people they serve and that they will be held accountable for their actions which effect them. Ask candidates to fill out No Kill questionnaires and rate their answers (and their record, if any) in a full-page advertisement in the local newspaper. Creating your own ad has the added benefit of allowing you to control the content of the message without political spin or reporting bias. Regular mailings to a list of people who have influence and affluence in the community such as judges, CEOs, philanthropists, actors, media, and others in order to keep them informed about the shelter reform effort is another powerful way to influence elected officials. These movers and shakers are recruited to work behind the scenes with those in positions of power to change the status quo. Legislators are more likely to cast a vote in favor of the animals when their friends, colleagues and others they respect or want to please ask them to do so.

## OFFICIAL BALLOT MUNICIPAL ELECTIONS

### MAYORAL CANDIDATES:



#### IGGY NORE YOO

Huh? Excuse me? Did you say something? Sorry, I wasn't listening. As your incumbent mayor, here is my promise to you: if I didn't care before this election, I won't care after. Animal shelter? *What animal shelter?*



#### STATUS B. QUO

Don't fix what isn't broken and nothing ever is. Elect me and I promise to *never* rock the boat. Same as it ever was, that's my motto! When it comes to our community's shelter pets, what more is there to say but pet overpopulation, irresponsible public, no one wants to kill, blah, blah, blah...



#### ANNI M. LUVER

A vote for me is a vote for change! I tackle problems head on, care about what my constituents care about, and promise to do my best for every citizen - human and non-human alike - in our community. I've said it before and I'll say it again: my approach to fixing our broken animal shelter can be summed up in just four words - *The No Kill Equation.*

#5



# TAKE A JOB RUNNING A SHELTER

## BE THE BOSS!

A police officer in one Texas community was told by his commanding officer that he was being assigned to run the animal control shelter despite having no prior experience and not knowing the first thing about doing so. What he had, however, were skills he could transfer to the shelter environment. More importantly, he loved animals and had a passion for protecting them. One day they were killing; the next day, under his leadership, they were not. Fewer animals lost their lives his first year than used to be killed in just one week. Today, the shelter has a 99% save rate. In fact, they did not kill a single cat in all of 2014.

The community is not unique. In an Arkansas city, the shelter went from a 26% save rate to a 98% overnight. In a New York community, killing declined 75%. In a Nevada one, they doubled adoptions. In Virginia, a shelter went from a 49% save rate to 94%. All under new leadership.

One shelter director who runs a No Kill open admission shelter talks about turning challenges into opportunities. Another says his job is to get out of the way of people who want to save lives. And a third says that patience is not a virtue when lives are at stake. Those who are successful at saving lives will tell you the same thing: when you take killing off the table; when you give people permission to help; when you create the environment that allows them to do so; when you give them the tools they need to succeed; great things happen, and you succeed. It doesn't take five years, or ten years, instead, it happens *right away*. You empty the shelter of animals the good way. The key to success is the No Kill Equation, programs such as foster care, behavior rehabilitation, offsite adoptions, and good medical care. But there is one more element of the No Kill Equation and it is the most important one: leadership.

Most people don't apply to run shelters because they don't want to kill healthy and treatable animals. The good news is that if you do it correctly, you don't have to. The officer in Texas

# HELP FROM

your trusty

## *Sidekick:*

### THE NO KILL ADVOCACY CENTER

Contact us for job listings & guides  
to help you succeed in your new job.

didn't. The director in New York didn't. The one in Arkansas didn't. And neither have directors at shelters in hundreds of other communities, the vast majority of which achieved save rates better than 90% in six months or less.



WHY?



BECAUSE  
A PROBLEM  
CANNOT  
BE FIXED  
WITH THE  
SAME  
MINDSET  
THAT  
CREATED IT

Shelters looking for a new director have a great opportunity to move in a different direction as the single biggest factor for lifesaving success or failure is often who runs the shelter. To be successful, the job description should be as inclusive as possible. Rather than prior experience running a shelter, the job description should list skills which can be transferred to the shelter environment. Too often, prior experience running a shelter means a history of killing. In addition, while communities should provide adequate funding, who runs the shelter has a larger impact on lifesaving than the size of the budget. Moreover, the job description should put saving lives on at least equal footing with public health. They should place as much emphasis on compassion, animal care, reducing killing, and measurable results, as they do on the other responsibilities of animal control. The No Kill Advocacy Center has sample job descriptions and tools for finding the ideal candidate.

# RESCUE ANIMALS FROM DEATH ROW



## Have an Immediate, Lifesaving Impact

Recently, an activist in Georgia decided to start a small rescue group with a big idea: save all the puppies being killed in her community. Brand new to rescue, with no shelter and no funding, she felt she didn't have the infrastructure to save other animals, so she concentrated on small puppies who would be easy to adopt. No puppies have been killed in her community since. Her success proves that individuals and small groups can have a big and then even bigger impact, for puppies are no longer the only animals she saves. Over time, as her success has grown, so has her capacity, and thus so has the size and species of animals she rescues. In addition to puppies,

the group she founded now saves adult dogs, nursing dogs, old dogs, and injured or sick dogs, too. They save cats, rabbits, ferrets, and birds. And they recently moved into their own shelter.



# HELP FROM

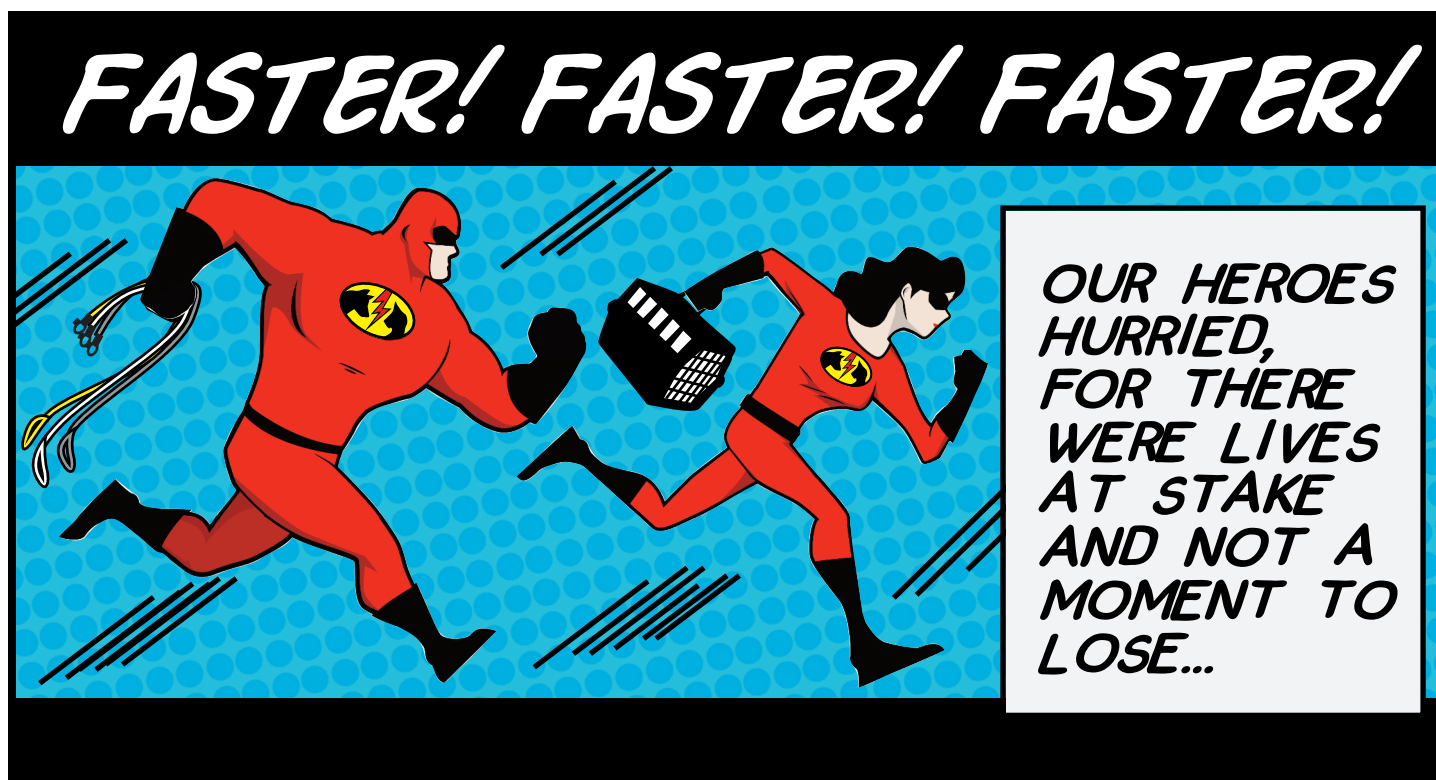
your trusty

## Sidekick:

Two book covers are shown. The left one is titled "The Animal Rescue Act" and features a cat's face. The right one is titled "SECTION 1983 TO THE RESCUE" and features a person holding a sign. Both are publications of The No Kill Advocacy Center.

**THE NO KILL ADVOCACY CENTER**

Visit our website for free guides to expand and protect the rights of rescuers and shelter volunteers.





# UTILIZE YOUR TALENT OR SKILL

## Do What You Love for Those You Love & **YOU'LL NEVER BURN OUT**

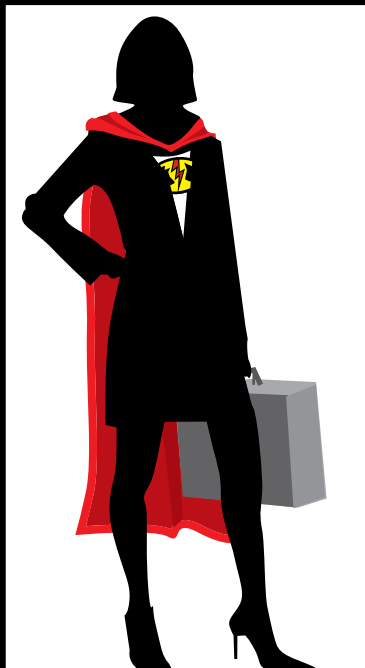
Are you a photographer? A writer? A social media expert? A lawyer? A techie? A carpenter? Whatever your talent, you can utilize it to help save lives. You can photograph animals for adoption, helping the animals put their best paw forward. You can write a shelter reform blog that brings transparency to your local shelter, every shelter in your state, or on national issues. You can create an app that allows people to match lost with found animals. You can promote animals for adoption or push for shelter reform through Facebook, twitter, a website, and other social media. You can build winter feeding stations for the community cats in your neighborhood. And so much more. Whatever your passion, whatever your skill, whatever your talent, find a way to translate that expertise into helping animals. What's more, finding a way to contribute to a cause that is both meaningful and involves doing something you already enjoy helps you to sustain both passion and commitment over the long term. Not sure how to translate your abilities into something that will benefit animals? At the No Kill Advocacy Center, we're big on empowering the grassroots and our fellow animal activists, so drop us a line telling us a little bit about who you are and where your skills and talents lie, and we'll give you some ideas.

# HALL OF HEROES



Shoot first, ask questions later, that's Pixels' motto. What need is there for talking when a picture is worth a thousand words? A gifted amateur photographer, Pixel takes irresistible photos of shelter pets designed to woo potential adopters surfing the website of her local shelter. Click.

**PIXEL**



Whether she's protecting the rights of whistleblowing shelter volunteers or rescuers, ensuring shelters honor existing animal protection laws or passing laws strengthening those protections, Swift Justice is one attorney whose clients are all innocent.

**Swift Justice**

**Turbine**

What's that in the sky? Is it a bird? No, it's a plane! A plane piloted by Turbine, the compassionate pilot who transports rescue animals from where they are to where they need to be. Roger that.



**the INFORMER**

Who, what, where, when, why and how: investigative journalism is the Informer's speciality. When there isn't animal welfare related news to cover with dedication and integrity, digging deep beyond sound bites and tired cliches, he creates it, comparing the local shelter with the best performing shelters in the nation and asking, if there, *why not here?*

**THE HAMMER**

From simple handy man repairs like fixing a leaky faucet or a broken latch to more extensive projects such as converting under utilized shelter space into a kitten nursery, this skilled, animal loving contractor saves his local shelter time and money by always lending a helping hand. When something at the shelter needs fixin', it's Hammer time.



**XRAY**

X-Ray's professional creed is one he helps his local shelter honor, too: First, do no harm. By serving as a volunteer veterinarian, X-Ray donates expertise and TLC to the neediest animals in his community.



**mega.byte**

The volunteer tech guru, Megabyte built her shelter's website then taught staff how to post it with the latest animals available for adoption, upcoming events and important news affecting animals in the community. A social media master determined to use every resource available to market the shelter's pets, she set up a Facebook page for the shelter, a twitter account, and encourages staff to post adorable, spontaneous photos of the animals on Instagram throughout the day. The next big thing in online shelter promotion? Ask Megabyte.





# THINK BIG

In 1999, a small shelter in San Diego launched what it called "Home 4 the Holidays," a pet adoption drive to place animals in homes between Thanksgiving and New Year's Day. A handful of other San Diego shelters joined the effort. In 2014, the campaign reported over 4,000 participating shelters and over 750,000 animals adopted. In 2012, the No Kill Advocacy Center and a No Kill shelter in Minnesota asked shelters to be No Kill for "Just One Day." Thousands of shelters participate in the annual "Just One Day" event, saving over 13,000 animals, essentially erasing one day's worth of killing across the U.S. Every year, the San Francisco Giants hold a

dog day, where fans can bring their dogs and, more importantly, where available dogs from local shelters are paraded around the warning track and periodically shown on the Jumbo-Tron. The annual event started when a former employee of the local SPCA and a diehard Giants fan came up with the idea. The Giants were approached, they agreed, and the rest is history. Today, teams across the country hold dog days and thousands of dogs find homes through them. More recently, activists are asking shelters across the country to save community cats who are not social with humans by embracing sterilization and release instead of impound and killing.

The idea behind these campaigns were not new. Some shelters were already doing holiday adoptions, communities across the country were No Kill not for just one day, but every day, and many shelters were already sterilizing and releasing community cats. What these programs did was rebrand those efforts and encourage others to embrace them, too, by marketing them nationally, adding a unique twist, and providing incentives to participate. This has resulted in even historically regressive shelters giving them a try while helping other shelters to become more efficient and effective at saving lives.

Do you have an idea that deserves national emulation and recognition? Go for it!

# JUST ONE DAY

## NOT JUST ANY OTHER DAY



## THE EVOLUTION OF A GOOD IDEA...

Just One Day is a campaign started by a No Kill shelter Director as a way to get other shelter directors to begin experimenting with alternatives to killing that transformed his community - the programs and services of the No Kill Equation. As a shelter director with one of the highest save rates in the country, his own positive experiences had taught him that the key to ending shelter killing was harnessing the public's compassion through programs like foster care, partnering with rescue groups, promoting animals for adoption, and more. By contrast, shelter directors mired in killing vilified the public, calling them "irresponsible" and refusing to work with them. How to overcome this resistance, he wondered? How to get shelter directors to see the hidden potential so that, going forward, they would be motivated to embrace it? His answer: take it one day at a time.

"Just One Day" asks shelters to stop killing on June 11 of every year, the anniversary of the 2001 creation of the nation's first, full-service No Kill community in Tompkins County, New York by the local SPCA - an achievement that made it the first and only open-admission shelter in America that was not only saving all healthy and treatable dogs and cats, but saving all rabbits, hamsters, gerbils, and every other species of animal who entered the shelter, too. How to celebrate that success? By replicating it for a day through the implementation of humane alternatives to killing while reaching out to the public to ask for their help. As its creator explains, "killing was often such an automatic, go-to 'solution' for many shelters that it was ... difficult for some shelters to stop. [A] lightbulb went off in my head: what better way to encourage shelters to try a new way of being than to make it one, easy, simple request. To participate, shelters don't have to agree to a complete, dramatic overhaul of their operations. They only need to agree to try something new for Just One Day. Natu-



rally, our goal is to have them experience a new way of operating that will set them on a new path long past June 11. Because, the fact of the matter is that if they are successful with adoptions on June 11, they shouldn't...kill any healthy or treatable pets on June 12, and then June 13... they just need to take it one day at a time."

In its inaugural year, one shelter with high rates of killing stayed open for 11 hours. Roughly 100 animals found homes, one every seven minutes the shelter was open. Another shelter opened on a day it was normally closed and placed 231 animals as a result. In still another, the director of an animal control facility so hostile to No Kill that he once said that he would not hesitate to kill every feral cat in the world, reported that by 4:30 pm, 47 animals had been adopted. By 6:30 pm, the number was uncertain as the shelter's computer system could not update quickly enough to keep up with adoptions. "An exceptional turnout," said the director. "The parking lot has been full since 10:00 this morning, it continues to be full. I've never seen so many people come out here all at one time, in one day." In an Arizona animal control shelter, 88 out of 100 dogs and 28 out of 30 cats were adopted by 11 am. In another community, they ran out of animals. Yet another reported staff crying: they had never seen so many animals going out the front door in the loving arms of families. For many of these shelters, it was a watershed moment. Not just because animals who would have normally been killed were saved, but because of the valuable lessons hundreds of traditional shelters across the country learned.

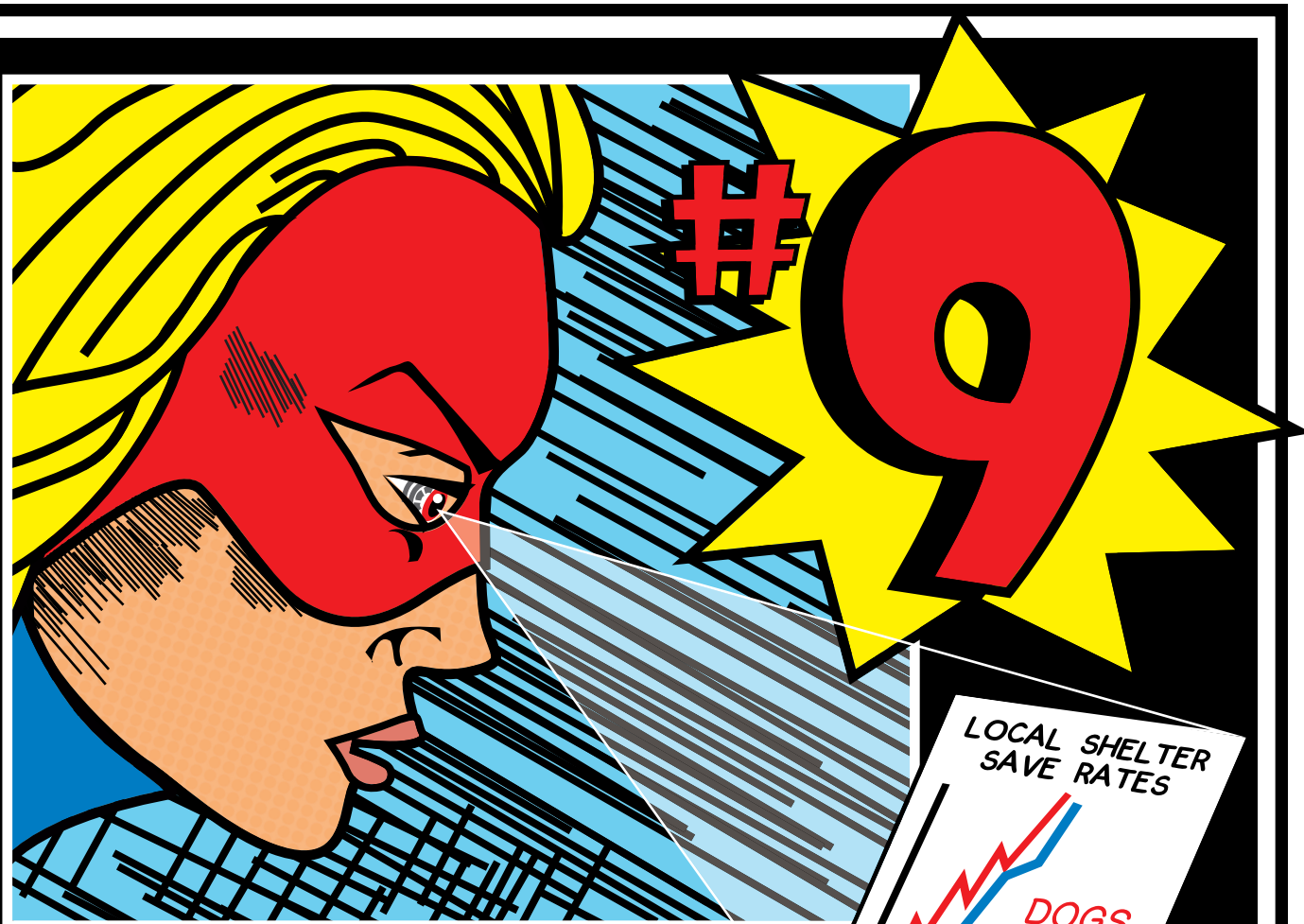
Indeed, one of the primary goals of the Just One Day campaign is to not only save animals through adoption on June 11, it is to get shelters resistant to the principles of the No Kill

philosophy - of marketing animals, of asking the public for help, of being open for adoptions at times that are more convenient for the working public and families, of using the media to save lives and of partnering with rescue groups - to commit to trying these ways of operating. When they see the great potential afforded by these innovations, the hope is that many of them will continue to do those things not just on June 11, but on June 12, June 13, June 14, and well beyond. It's the first step in the larger journey to achieve a No Kill nation. And because of it, some shelters have in fact reported that Just One Day was the impetus for their achievement of a No Kill community.

Today, thousands take the Just One Day pledge every year, including some of the largest shelters in the nation, and for many of them, the experience has been transformative. Seeing members of the public eager to adopt lined up outside their doors in the morning as they open, and the rows of empty cages and kennels as they close their doors at night, has given them a new and fresh perspective on what is truly possible. The overwhelming response of the public they serve has shown them how much people do care, and has inspired them to innovate even further, not just on June 11, but the day after that, the day after that and the day after that. In fact, some shelters credit their ongoing No Kill success to that one day - June 11 - which is now an anniversary for No Kill communities across the country, not just the one in Tompkins County.

## Two Magic Words: **What if?**





# FILL A GAP IN THE SAFETY NET

## Take a Close Look at Shelter Operations TO FIND YOUR CALLING

For the biggest decrease in shelter killing in your community, don't do what others are already doing. Instead, fill in the gaps in the safety net. Go through all the programs and services of the No Kill Equation, find out if they are being implemented comprehensively and if not, pick one of the programs and put it into place for your community. Are shelter animals being taken offsite for adoption in high foot traffic areas? Is there a foster care program at the shelter or are underaged animals, animals needing one on one care, and animals who need a break from the shelter being killed? Is there a behavior and training program for dogs or are shy dogs, exuberant dogs, traumatized dogs, and dogs with other behavior issues being killed? Are community cats being returned to their habitats or taken to the landfill in garbage bags? Are people who are facing challenges with their animals being helped to resolve those issues or are they surrendering the

animals to the shelter which will then kill them? If the answer to any of these question is “no,” you’ve found your calling. Roll up your sleeves and get to work!

## SOMETHING to COO ABOUT

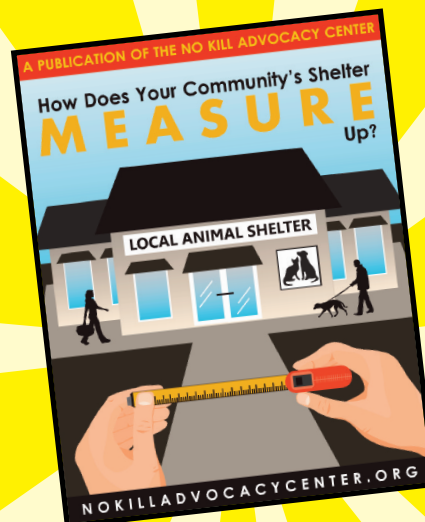


In a nation where dogs and cats are by far the most prevalent companion animals, the needs of other animals entering shelters are too often neglected, especially those of wild animals. If your local shelter takes in wildlife, take a close look at how they care for those animals, especially those who are adoption candidates if a permanent disability means they cannot be released safely back to the wild.

One San Francisco Bay Area animal lover was upset to learn that many of the pigeons entering the urban shelter where she volunteered were being killed. Some were tame pigeons who had been raised to be eaten but had managed to escape that cruel fate; others, wild birds who had been hit by cars or suffered some other injury or illness. Determined to save their lives, she began a bird rescue organization with its sole focus on doing that which her local shelter would not: provide rehabilitative care for pigeons, and seek adoptive homes for those who were not candidates for re-release to their urban habitat.

In the 8 years since it’s inception, her group has saved over 600 birds who would have otherwise been killed. Now that’s something to coo about!

## HELP FROM your trusty *Sidekick:*



## THE NO KILL ADVOCACY CENTER

Visit our website for a free guide to assessing the performance of your shelter and finding the gaps in its safety net.

## WHO ARE THE MOST AT-RISK POPULATIONS ENTERING SHELTERS?

- “pit bull” dogs
- “feral” cats
- rabbits & “pocket pets”
- wildlife & “exotics”
- pregnant animals
- nursing animals



# **The Programs & Services of the NO KILL EQUATION**

Over the last decade, shelters in hundreds of communities have comprehensively implemented a bold series of programs and services to replace killing with humane alternatives and they are achieving unprecedented results, saving upwards of 99% of all impounded animals in open admission animal control facilities. The mandatory programs include:

## **VOLUNTEERS**

Volunteers are a dedicated army of compassion and the backbone of a successful No Kill effort: they walk dogs, socialize cats, assist potential adopters and more.

## **RESCUE PARTNERSHIPS**

An adoption or transfer to a rescue group frees up cage and kennel space, reduces expenses for feeding, cleaning and killing, and improves a community's rate of lifesaving.

## **FOSTER CARE**

Volunteer foster care is a low-cost, and often no-cost, way of increasing a shelter's capacity and caring for sick and injured or behaviorally challenged animals, thus saving more lives.

## **STERILIZATION AND RELEASE**

Sterilization and Release programs provide community cats a way out of shelters which might otherwise choose to kill them.

## **COMPREHENSIVE ADOPTIONS**

By implementing comprehensive adoption programs - including more convenient public access hours, offsite venues and incentives - shelters can replace killing with adoptions.

## **REHABILITATION**

Shelters need to keep animals happy and healthy and moving efficiently through the facility. To do this, shelters must put in place thorough vaccination, handling, cleaning, socialization and care policies to prevent illness and rehabilitative efforts for those who come in sick, injured, unweaned or traumatized.

## **PUBLIC RELATIONS**

Increasing a shelter's public exposure through marketing, public relations and partnering with community groups and businesses increases adoptions, volunteers, donations and other support.

## **PET RETENTION**

Some of the reasons people surrender animals to shelters can be prevented if shelters work to help them solve their problems.

## **HIGH VOLUME STERILIZATION**

No-cost and low-cost, high-volume sterilization programs increase the number of animals sterilized and reduce the number of animals entering the shelter by removing the primary barrier preventing more people from having their animals altered: cost.

## **PROACTIVE REDEMPTIONS**

Increasing the number of lost animals returned to their families includes matching reports of lost animals with animals in the shelter, rehoming animals in the field and use of technology such as posting lost animals on the internet.

## **LEADERSHIP**

The final element of the No Kill Equation is the most important of all, without which all other elements are thwarted - a hard-working, effective, and compassionate shelter director who is not content to continue killing while regurgitating tired clichés about "public irresponsibility" or hiding behind the myth of "too many animals, not enough homes."



**ALWAYS  
LEND A  
HELPING  
HAND**

# SAVING ONE ANIMAL AT A TIME

Every life is precious and every life matters. And while we encourage you to reach for the stars, to advocate for dozens, hundreds, thousands, tens of thousands, and even millions of animals, don't overlook the one. Not too long ago, someone approached our director and his family on the street and asked, "Do you want some puppies?" That's not something you hear every day. And as he later wrote, "When someone comes up to you at 8 pm at night and asks you if you want puppies, the answer should always be yes. That is what happened to my family last night and here they are: two small dogs, now in our home. They are a bit shy, but plump and sweet. We'll turn them into cat-loving, dog-

loving, people-loving extroverts and find them homes."

As you go about your daily life, opportunities will present themselves to help an animal in need: a lost dog, a skinny cat, maybe an animal of a different sort who requires your intervention. Never pass an opportunity to speak up on their behalf, to get them safely home (never relinquish an animal to a kill shelter!) or to provide them care which might save their lives. It is never convenient and it may not be easy, but it is richly rewarding and for the animals, it may mean a life and death difference. In short, be the change you want to see in the world.

## Relinquishing care of a wild animal to others? FIRST, ASK SOME QUESTIONS

Dropping a lost or injured animal off at a local wildlife rehabilitation facility requires as much caution as dropping off a companion animal at a shelter - you want to make sure that the people you are entrusting to care for the animal you have found share the same respect for all life as you do. Tragically, many wildlife rehabilitators use variants of the same excuses that rationalize the killing of animals in shelters to rationalize the killing of wild animals. Species bias, the sheltering industry's equivalent of breed bias, is endemic to wildlife rescue. Rehabilitators who subscribe to this view refuse to treat those animals who do not fall within their limited scope of compassion, either because the animals in question are individuals from a numerous and thriving species, such as rats, pigeons or crows, or because they suffer discrimination by being labeled as "non-native" or "invasive." The only attention such rehabilitators are often willing to give these animals is to kill them. So before

relinquishing an animal to the care of any wildlife rehabilitation organization, ask some questions first to ensure that such groups or individuals do not favor convenience killing over rehabilitation, do not favor death over sanctuary care or adoption for those animals who cannot be returned safely to the wild and do not operate from a self-serving philosophy that equates killing with kindness when the animal in question is not mortally suffering. Also be aware that with some species of wild animals, such as pigeons, it is possible to pay a regular vet, perhaps one

specializing in birds, to provide the animal care on your behalf. That way, you can nurse the animal back to health yourself, and if s/he proves unable to be safely released back into the wild due to a permanent disability, you can provide a forever home. After tenderly nursing such an animal back to health, chances are you'll have fallen in love and won't mind him or her becoming a permanent part of the family.



# A SUPERHERO IS ALWAYS PREPARED

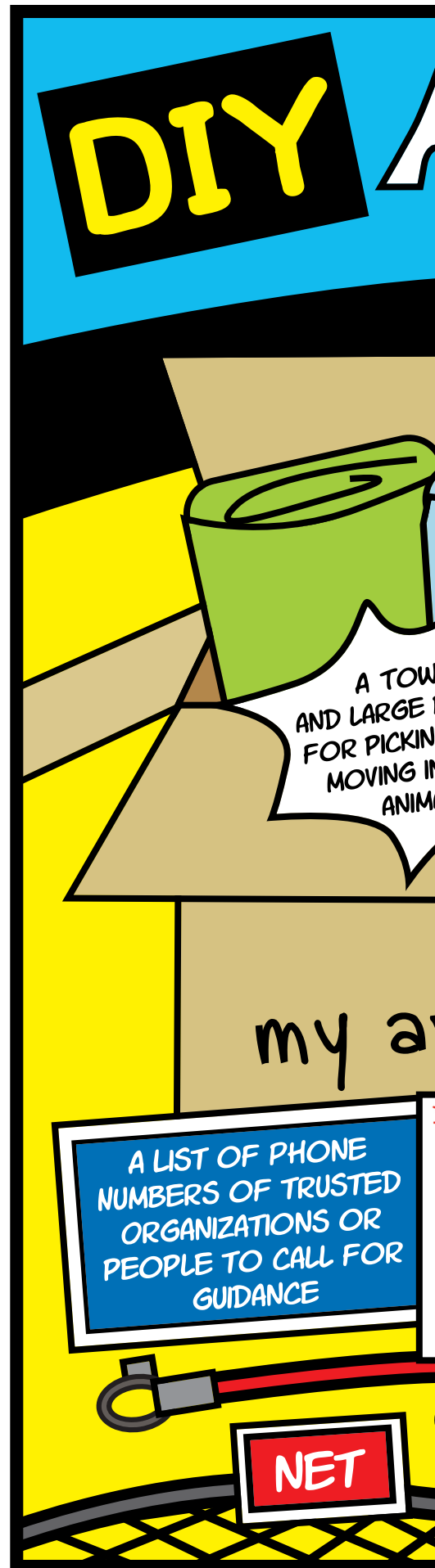
A LOST DOG WANDERING IN TRAFFIC! AN INJURED BIRD ON THE SIDE OF THE ROAD! PANIC? *NOT YOU!* SPRING INTO ACTION WITH YOUR HOMEMADE ANIMAL RESCUE KIT. STOCKED WITH TOOLS AND INFORMATION NECESSARY TO LEND A HELPING HAND QUICKLY, SAFELY, AND EFFECTIVELY, THIS CAR KIT HAS EVERYTHING YOU NEED TO BE A SUPERHERO FOR AN ANIMAL IN NEED.

**HELP FROM**

**your trusty  
*Sidekick:***

***THE NO KILL  
ADVOCACY CENTER***

Contact us for guides on caring for and finding homes for animals you have found.



# ANIMAL RESCUE KIT





# THE NO KILL ADVOCATE'S *UTILITY BELT*

THE TOOLS YOU NEED TO SERVE  
THE ANIMALS IN YOUR COMMUNITY  
WITH COMPASSION AND DEDICATION!



WHATEVER THE ANIMAL, WHATEVER THE NEED, THE NO KILL EQUATION PROVIDES A HUMANE, LIFEAFFIRMING ALTERNATIVE TO KILLING. COMPREHENSIVELY AND COLLECTIVELY IMPLEMENTED, THESE PROGRAMS AND SERVICES HAVE THE POWER TO BANISH SHELTER KILLING FROM ANY COMMUNITY *FOREVER*.



Big things come from small or individual efforts. Saving puppies can lead to saving cats, rabbits, ferrets, and birds. Taking over a shelter can mean the difference between a save rate of 26% and 98%. Promoting and taking animals to offsite adoptions can give the shelter in your community save rates as high as 99%. And helping one community achieve a better than 90% save rate can put pressure on surrounding communities to do the same.

What can we accomplish when we "DIY"? We can erase one day's killing across the entire U.S. We can go from zero No Kill communities to one, from one to hundreds, from hundreds to a No Kill nation. We can successfully arrive at the brighter future we are striving for, on the road we paved that led there. A No Kill nation is within our reach, and *you* can help make it happen.

THIS PUBLICATION BROUGHT TO YOU BY:

# **The NO KILL ADVOCACY CENTER**



## **FIGHTING FOR A NO KILL AMERICA**

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