

Mayor's Alliance For NYC's Animals



Summary 10-Year Strategic Plan and Progress Report 2009

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WORKING DEFINITION

A coalition of animal shelters and rescue groups, with a common voice, working with the government and animal control.

Functions as

- **The liaison between the government, animal control, and local animal shelters & rescue groups**
- **The lead agency for funding (e.g., Maddie's Fund)**
- **A resource for groups**

BENEFITS OF AN ALLIANCE

Whole is greater than sum of its parts

- **Ability and opportunity to network**
 - **Better distribution of resources**
 - **Improved flow of information**
 - **Reduce duplication of efforts**
- **Attracts funders who might not consider funding animal groups**
- **Deals with the government, allowing rescuers to focus on the animals**
- **Attracts volunteers with specific expertise who may not be interested in “field work”**

FOUR CORE OBJECTIVES of 10 Year Strategic Plan

Increase adoptions

- Increasing the number of adoption venues
- Providing convenient and innovative access to the animals

Decrease homelessness

- Increasing the number of spayed and neutered animals in both the pet and feral communities
- Strengthening existing pet homes through information and education
- Improving the likelihood of reuniting lost pets with guardians

Raise awareness

- Educating consumers on the issues and repercussions surrounding homeless animals
- Increasing awareness of homeless animals and the organizations that care for them

Strengthen resources

- Building & improving existing volunteer programs
- Developing fundraising capabilities
- Increasing efficiency and effectiveness of shelter and rescue group operations

PUTTING THE PLAN IN ACTION

The Alliance Mission Statement: “Working with the City of New York toward the day when no New York City dog or cat of reasonable health and temperament is killed merely because he or she does not have a home.”

The Alliance was created to solve the problem of animal homelessness in NYC by:

- **enabling the pooling of resources**
- **overcoming the differences in priorities, and**
- **facilitating the collaboration of the four key groups**
 - NYC government**
 - NYC public**
 - animal care & control**
 - local shelters & rescue groups**

To address the different needs of the MPPs in achieving the four core objectives and reaching no-kill in NYC, the Alliance will continue to develop, sponsor, support, and deliver subsidies, tools, programs, and services to the members.



SUMMARY OF PLANNED INITIATIVES

	Initiatives	Description
Subsidies	Maddie's Fund Adoption Guarantee Grants	Monetary subsidies for MPPs to increase adoptions
	ASPCA	Support for initiatives and operating expenses
	AC&C Transfer Support Grants	Operating, administrative, initiative, & coordination expenses
	Picasso Veterinary Fund	Emergency medical costs for AC&C animals taken by MPPs
Tools	Transport Program	Alliance van(s) used for animal care transport & shelter transfers. Coordinating transports and managing relationships between AC & staff and MPPs. Transporting donated products.
	MPP Adoption Website	Alliance website featuring animals for adoptions/linked to Petfinder
Programs	Adoption & Pet Care Festivals	Annual adoption and pet services events held in city parks
	Special Adoption/Community Events	Adoption and community events held in collaboration with other organizations
	Capacity Building Grants & Support	Support offsite adoption centers/facilities for expansion and enhancements.
	Temporary Holding/Boarding	Provides interim support for short term care of AC&C animals at vets and boarding facilities before going to rescue
	Store Front Adoption Centers	Help develop and provide start-up for MPP-specific adoption storefronts
	Micro Chipping Animals	Provide low-cost microchip to MPP's and public at community events
	Domestic Violence/Homeless Project	Providing services/support for pets of people in crisis
	Feral Cat Initiative	Addressing free roaming cat overpopulation through TNR community resources
Services	Technical Support	Coordinate volunteer services/technical assistance to MPPs.
	MPP "Strength" Training	Strengthen MPPs capacity & capability; marketing, volunteer, fundraising, adoptions
	Maintain Government relationships	Liaison with city agencies for resources
	Public Relations, Advertising & Marketing	Promote awareness, adoptions, responsible pet guardianship: micro-chipping, spay/neuter, and dog licensing
	Maintaining Coalitions	Breed Rescue, Feral Cat Council, NYC Community Collaboration

In addition to filling the needs of the MPPs, each initiative impacts at least one of the four core objectives with most initiatives producing multiple benefits in varying degrees.



SUMMARY OF PLANNED INITIATIVES

● High Impact
○ Low Impact

	Initiatives	Increase adoptions	Decrease homelessness	Raise awareness	Strengthen resources
Subsidies	Maddie's Fund Adoption Guarantee Grants	●	●	●	●
	ASPCA	●	●	●	●
	AC&C Transfer Support Grant	●	◐	●	●
	Picasso Veterinary Fund	◐	○	◐	◐
Tools	Transport Program	●	●	○	●
	MPP Adoption Website	●	●	◐	○
Programs	Adoption & Pet Care Festivals	◐	◐	●	◐
	Special Adoption/Community Events	●	◐	●	○
	Capacity Building Grants & Support	●	○	◐	◐
	Temporary Holding//Boarding	●	◐	○	●
	Store Front Adoption Centers	●	○	●	●
	Micro Chipping Adopted Animals	○	●	○	●
	Domestic Violence/Homeless Project	○	◐	◐	○
	Feral Cat Initiative	◐	◐	◐	◐
Services	Technical Support	◐	○	◐	●
	MPP "Strength" Training	◐	○	◐	●
	Develop & Maintaining Gov't. Relationships	◐	◐	◐	●
	Public Relations, Advertising & Marketing	◐	◐	●	◐
	Maintaining Coalitions	◐	○	◐	●

KEY FACTORS

Progress in Year 1 (2005) through Year 5 (2009) of the Maddie's® Pet Rescue Project in NYC was a collaborative effort that built upon:

- The relationships formed and maintained in 2003 with the creation of the Alliance
- The continued commitment to working together in 2004 with limited resources and funding
- The ASPCA grant commitment which enabled us to secure the Maddie's Fund Grant in 2005

Major Support from the Maddie's Fund and the ASPCA:

- The ASPCA grant provides the primary source of support for the 18 identified initiatives and operating costs
- The Maddie's® Pet Rescue Project in NYC provides above baseline adoption subsidies to help offset cost of taking animals from Animal Care & Control (AC & C)

Alliance support to the AC&C

- Funds provided are targeted to improve and support transfers to shelters and rescue groups (includes improvement of operational efficiency and care of animals while in shelter - health)

The commitment of Maddie's Pet Partners (MPP's) to support the mission as a collaborative project and ensure sustainability

- Despite differences in size, resources, and philosophy, participants are focused on a common goal of reducing euthanasia, increasing adoptions, and increasing spay/neuter

KEY FACTORS - continued

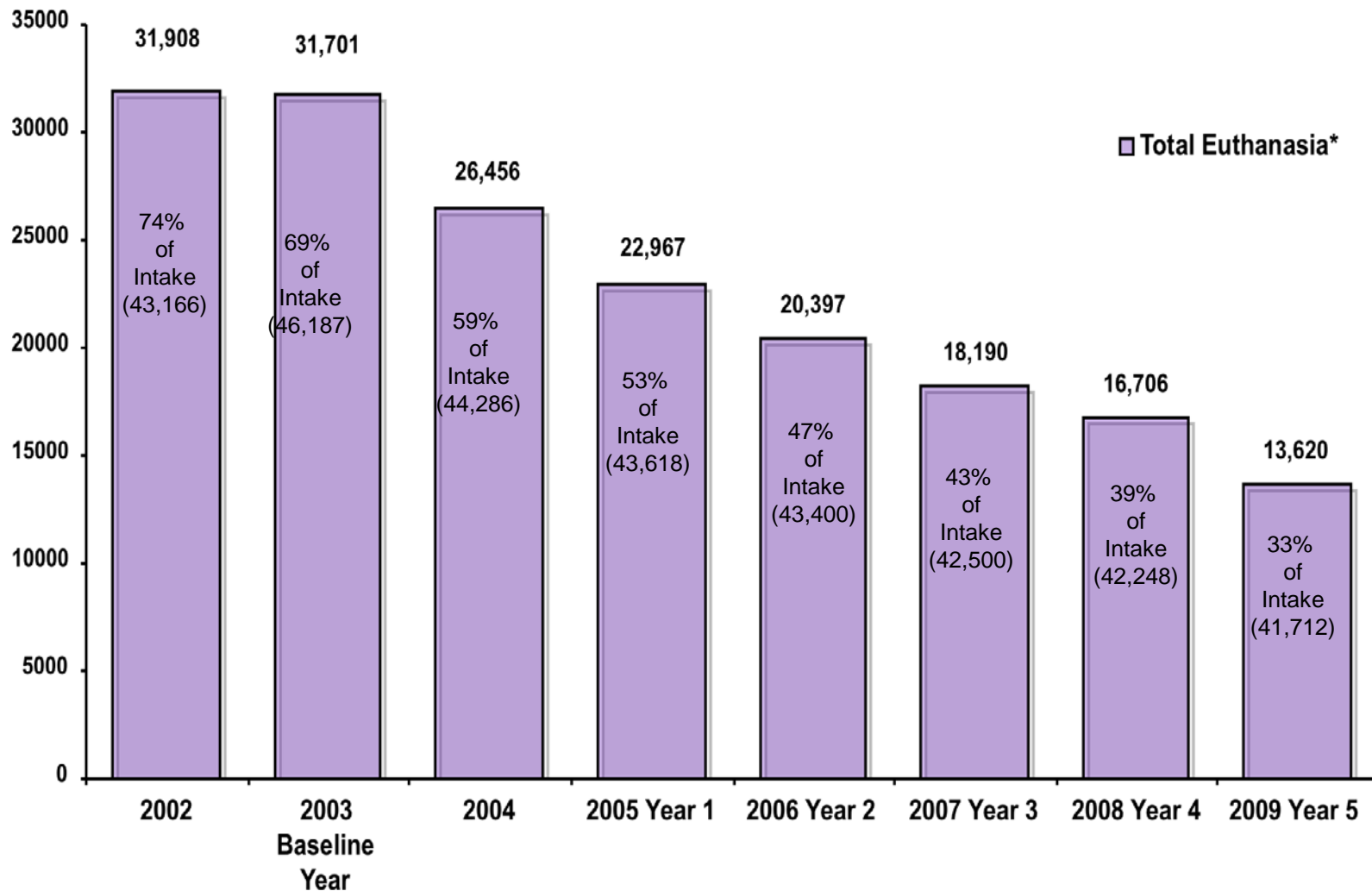
Initiatives identified in Alliance 10-year Strategic Plan -- having greatest impact on reducing euthanasia:

- **Wheels of Hope Transport Program** Alliance van(s) are used for animal care transport & shelter transfers and are designed to supplement resources of the Mayor's Alliance groups and expedite the transfer of dogs and cats from AC&C
- **Capacity building grants** to groups to help provide initial supports to build infrastructure and ensure sustainability (includes AC&C transfer initiative grant)
- **Holding/Boarding/Medical of AC&C transfers** provides interim assistance to **ensure AC&C transfers** are expedited, specifically for groups that don't have a shelter
- **Picasso Veterinary Fund** provides emergency medical assistance for AC&C identified dogs/cats
- **Training, Development, Building Resources**
- **Public Relations, Marketing & Advertising** builds awareness of shelters & rescue groups, promotes adoptions of shelter animals, impacts reduction in euthanasia
- **Feral Cat Initiative** provides resources to the public, training community caregivers, collecting data on colony locations and caretakers. With a baseline of statistics, tracking and measuring progress will be key to helping communities accept TNR

PROGRESS TO DATE

DATA, DATA AND MORE DATA

TOTAL EUTHANASIA AT AC & C



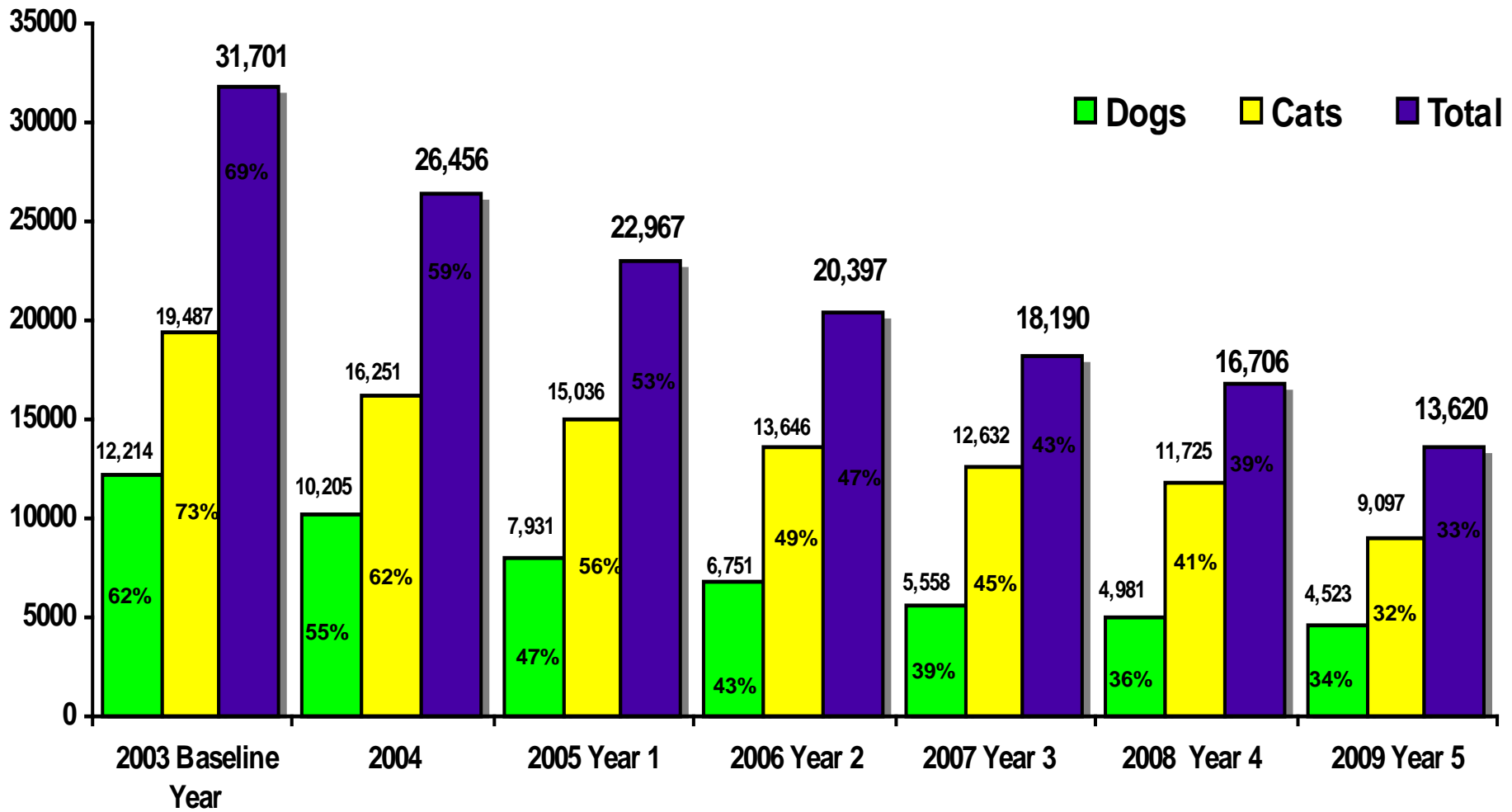
In 2009 euthanasia at AC&C was reduced by 57% from 2003 (18,081 fewer euthanized)

Euthanasia reduction since previous year:

18.5% reduction in 2009, 8% reduction in 2008, 11% reduction in 2007, 11% reduction in 2006, 13% reduction in 2005

*Euthanasia includes owner requested euthanasia
Percentage in bars represent % of total intake

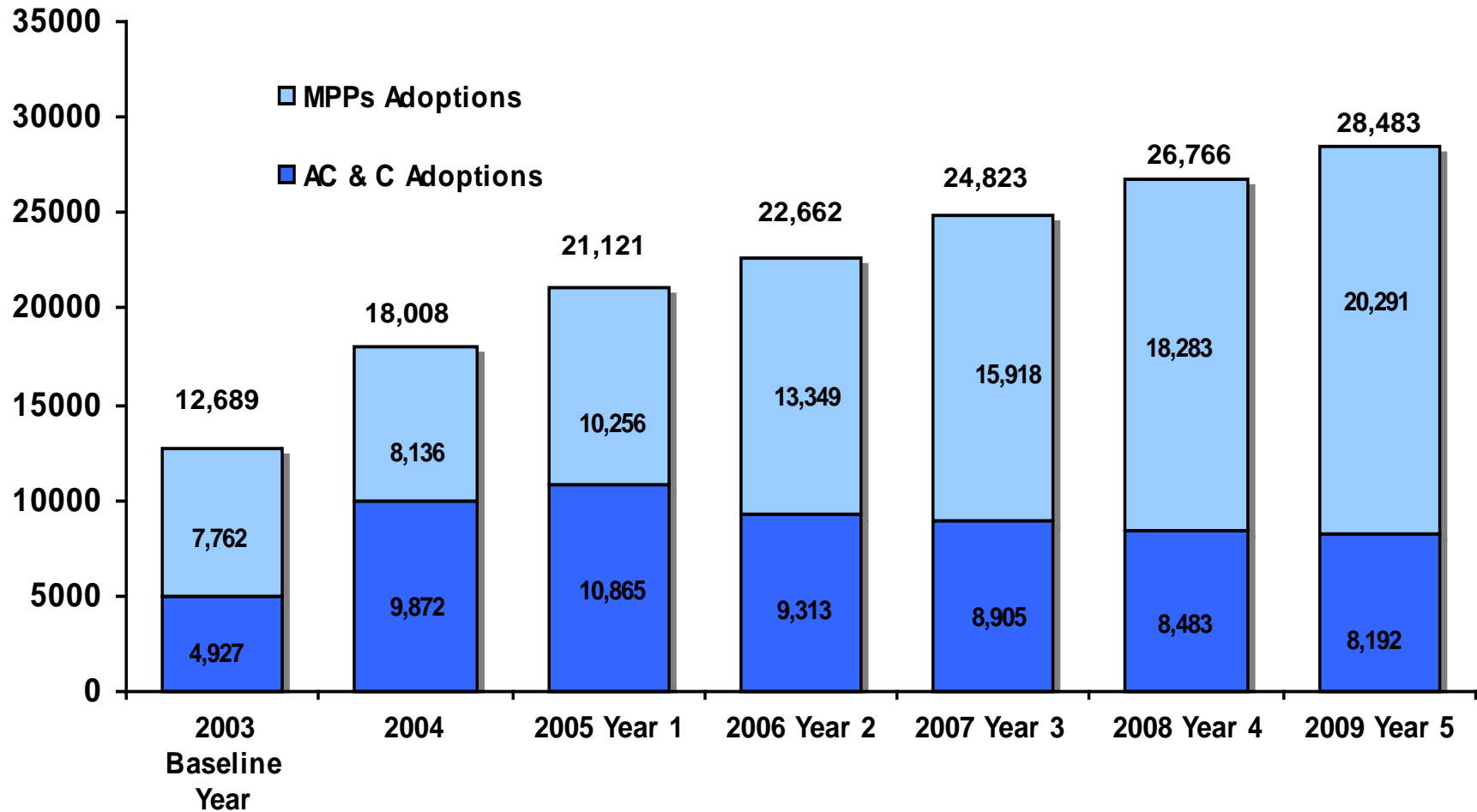
EUTHANASIA AT AC&C - DOGS & CATS BREAKDOWN



In 2006	5,463 (45%) fewer dogs euthanized.	5,841 (30%) fewer cats euthanized
In 2007	6,656 (54%) fewer dogs euthanized	6,855 (35%) fewer cats euthanized
In 2008	7,233 (59%) fewer dogs euthanized	7,762 (40%) fewer cats euthanized
In 2009	7,691 (63%) fewer dogs euthanized	10,390 (53%) fewer cats euthanized

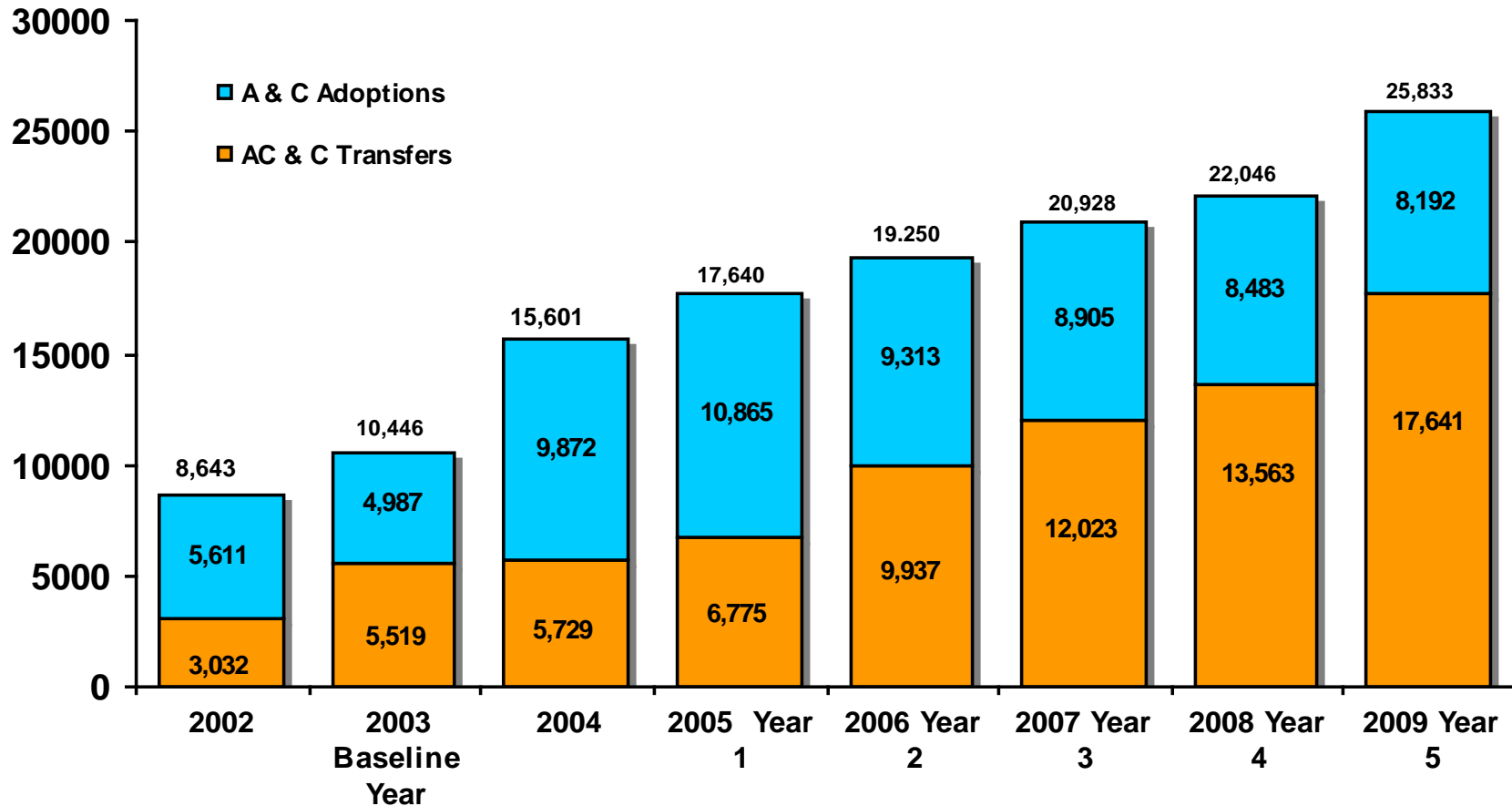
Percentage in bars represents % of intake

MPP & AC&C Adoptions



MPPs adoptions represents 110 Maddie's Pet Partners participating in the NYC Project in 2009

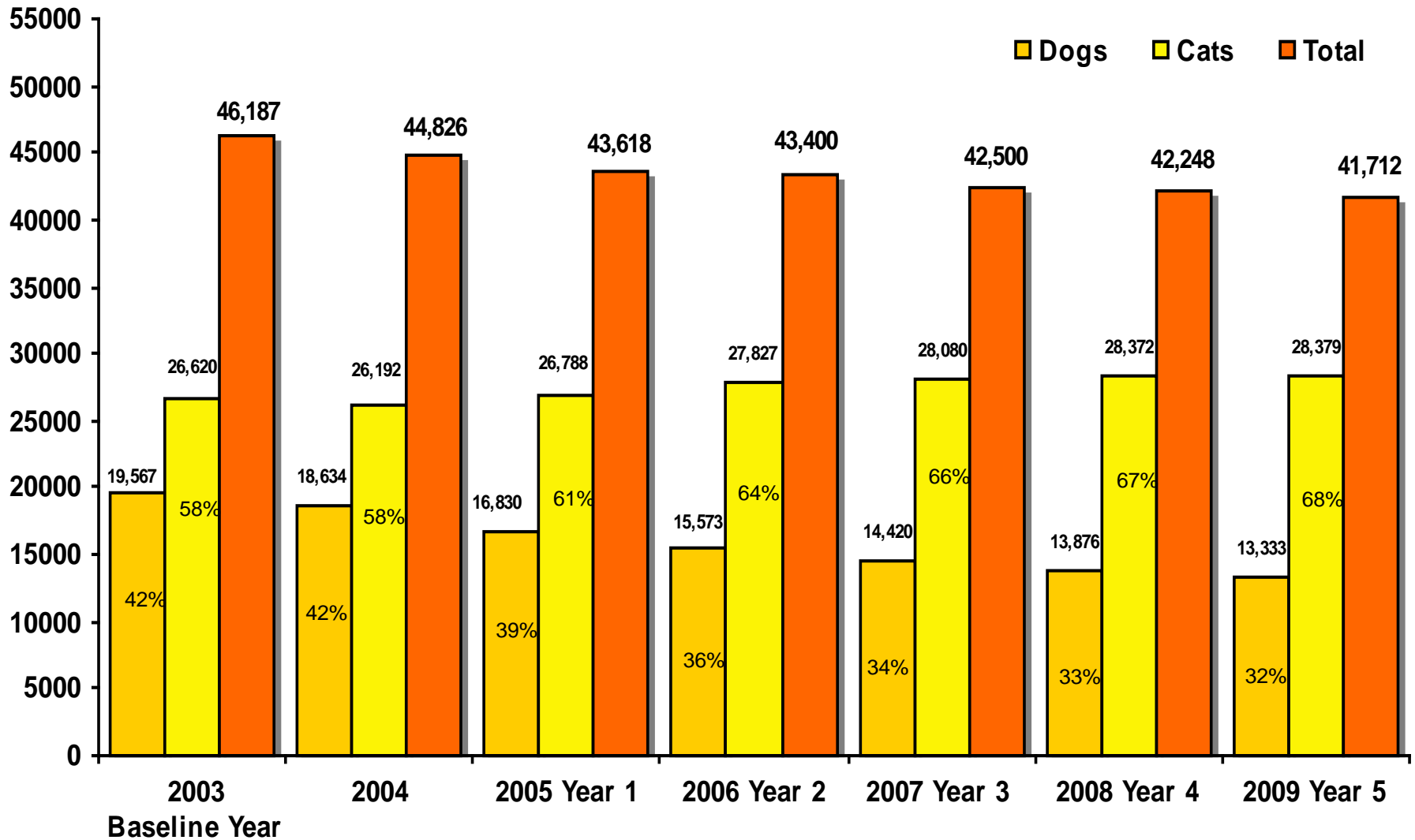
AC&C ADOPTIONS & TRANSFERS TO RESCUE GROUPS AND SHELTERS



Adoptions at AC&C begin to reach capacity in 2005, In 2006 transfers to rescue & shelters begin to have the greatest impact on euthanasia reduction

In 2009 Alliance Participating Organizations (APOs) represent 78% of all transfer to rescue organizations & shelters

INTAKE- AC&C BREAKDOWN OF DOGS & CATS

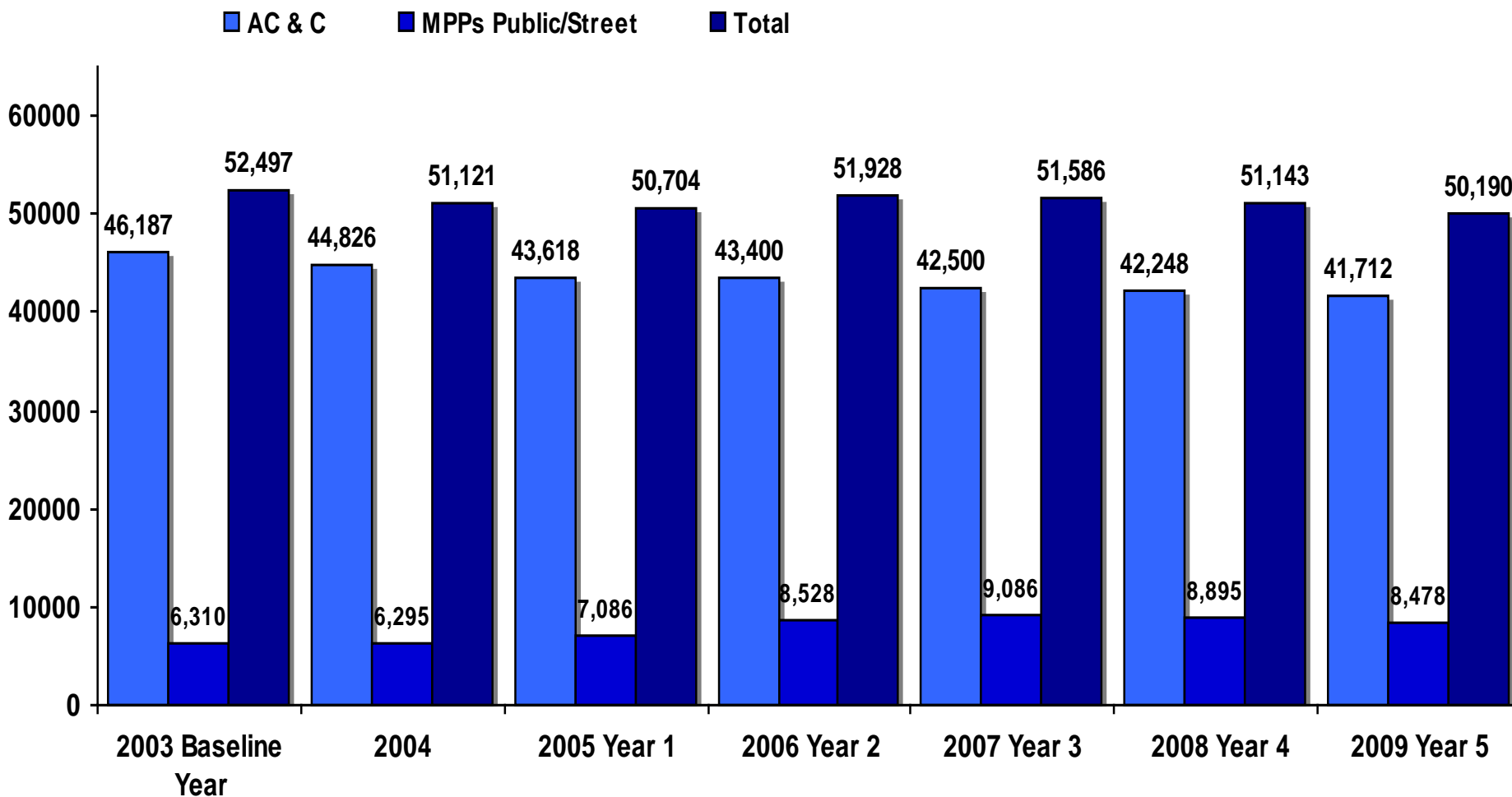


2009 compared to 2003: Dog intake *decreased* by 6,234 (32%) , Cat intake *increased* 1,759 (6.6%)

Key to progress: reduction of cat intake - increase capacity of low cost S/N, increase of cat adoptions and transfers

Percentage in bars represents % of intake

AC&C INTAKE & ALLIANCE MPPs INTAKE FROM THE PUBLIC



- AC & C intake decreased each year: 2003 / 46,187, 2004 / 44,286, 2005 / 43,618 2006 / 43,400 2007 / 42,500 2008 / 42,248 / 41,712
 - Total Intake remained relatively the same between 50,000 and 52,000

While not conclusive, it appears that MPPs are making up the difference in their public intakes as AC&C reduces their intake. The majority of the increases are cats, underlining the importance of the need for aggressive S/N programs including feral cats (community cats)