RETURN TO HOME

WORKING WITH THE COMMUNITY TO FACILITATE RETURN TO HOMES

AMANDA GATTEN

DIRECTOR OF COMMUNITY PROGRAMS

KC PET PROJECT ❤

ABOUT KC PET PROJECT

- Established in 2012
- Nonprofit organization that manages the animal sheltering and animal control contracts for the City of Kansas City, Missouri, home to over 491,000 community members.
- Care for more than 15,000 animals each year
- 14 adoption locations across the metro

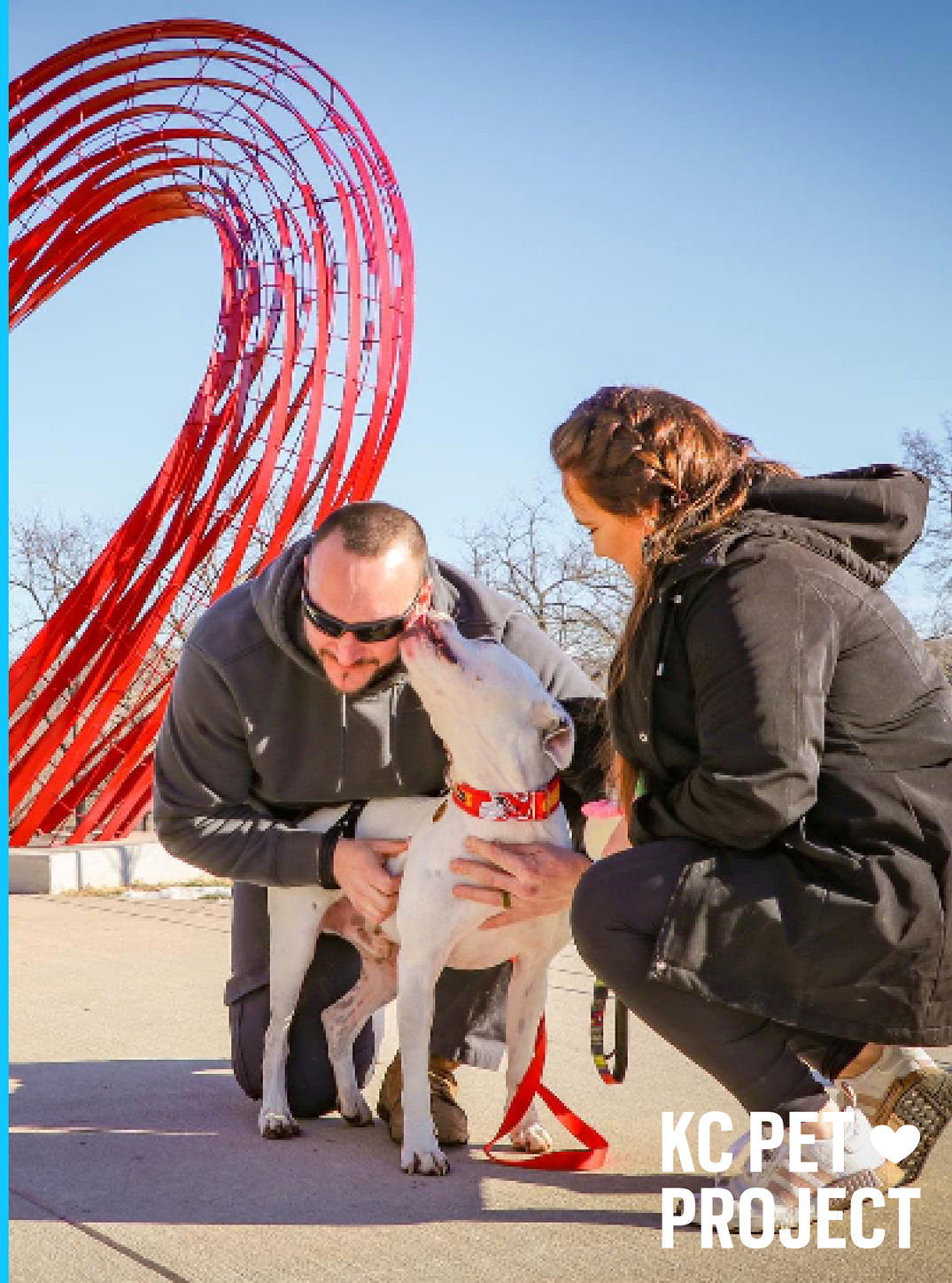
KC PET PROJECT'S RETURN TO HOME PROGRAM

- Program is currently managed by two full-time staff members whose primary focus is return to home. Additional support is provided by all team members within our Pet Support Center as well as volunteer support through our Get 'Em Home Street Team and Return to Home Support Team.
- We have a dedicated call queue for calls related to lost and found pets
- We offer a Reclaim Fee Forgiveness Program for pets reclaimed within the first two days of their impoundment
- Our Pet Care Assistance Program helps owners with financial assistance above and beyond our Reclaim Fee Forgiveness Program.

RETURN TO HOME TOOLS FOR OUR COMMUNITY

KC Pet Project provides several tools and resources to empower and support our community with lost and found pets, including:

- A robust website including content on lost and found pet services
- A dedicated business Facebook page for Lost and Found Pets
- A public Trello board with all animals currently on stray hold to increase access to those not on mainstream social channels
- Handouts for Lost and Found pet services for the general public and targeted handouts for new adopters about how to prevent an animal from becoming lost and what do to locate a lost pet



If you have lost a pet, please visit the shelter located at 7077 Elmwood Avenue at your earliest available opportunity and check our Found Pets list.

Our shelter receives animals every day and one of them could be your pet. We are required to hold stray animals (animals that do not have an identified owner) for five days. After this five day holding period, any stray animal can be put up for adoption, transferred to another shelter, sent to rescue, put into a foster home, and in rare cases, euthanized (only if serious medical issues exist or there are issues of aggression). As the owner you are the best person to identify your own pet, therefore we cannot tell you with certainty whether your pet is here or not.

TIPS FOR FINDING YOUR LOST PET

+ WITHIN THE 1ST HOUR
+ WITHIN THE NEXT FEW HOURS
+ WITHIN THE FIRST 24 HOURS

REPORT A LOST PET

If your pet was lost in Kansas City, MO, please also visit the KC Campus for Animal Care location at your earliest opportunity, and check our Found Pets list frequently.

LOST DOG | LOST CAT | LOST OTHER PET

WEBSITE: LOST PET SUPPORT

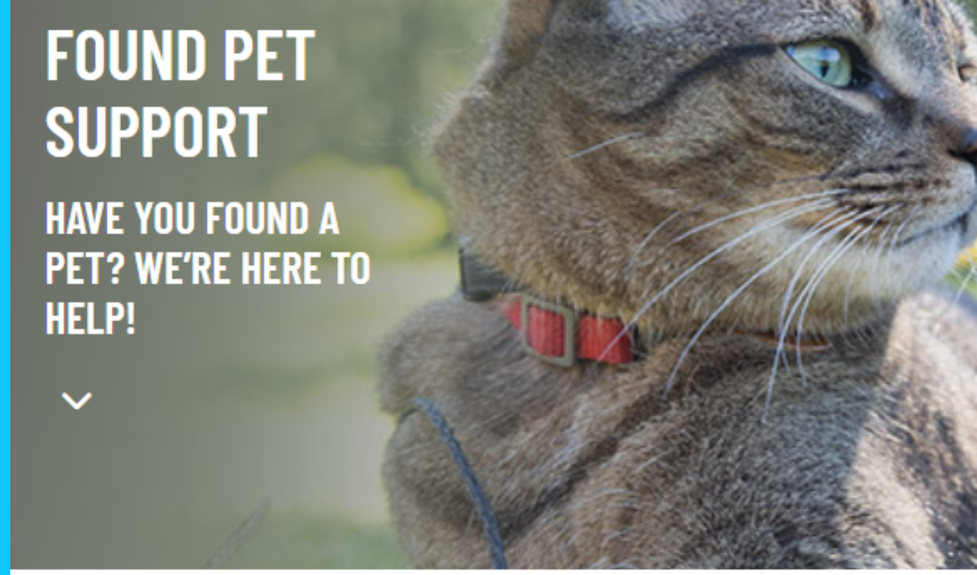
Our website is available in English and Spanish and includes critical steps and resources to help pet families locate their lost pet(s):

- Tips for finding a lost pet broken down by priority and timeline including alerting neighbors, contacting the microchip company, and utilizing platforms like Petco Love Lost and Pawboost
- Opportunity to submit an online lost pet report
- An interactive map of surrounding area shelters
- Websites and local Facebook groups to post lost pets
- Lost Pet Flyer templates
- Information on trapping a lost cat and our Reclaim Fee Forgiveness Program

WEBSITE: FOUND PET SUPPORT

Our website is available in English and Spanish and includes critical steps and resources to help finders reunite a found pet with their family:

- Tips for finding a lost pet broken down by priority and timeline including checking for pet identification, alerting neighbors, walking the neighborhood, and checking for a microchip
- Opportunity to submit an online found pet report
- Specific information on found cats and kittens
- An interactive map of surrounding area shelters
- Local Facebook groups and websites to post found pets to including PetFBI, Petco Love Lost, Nextdoor and Pawboost



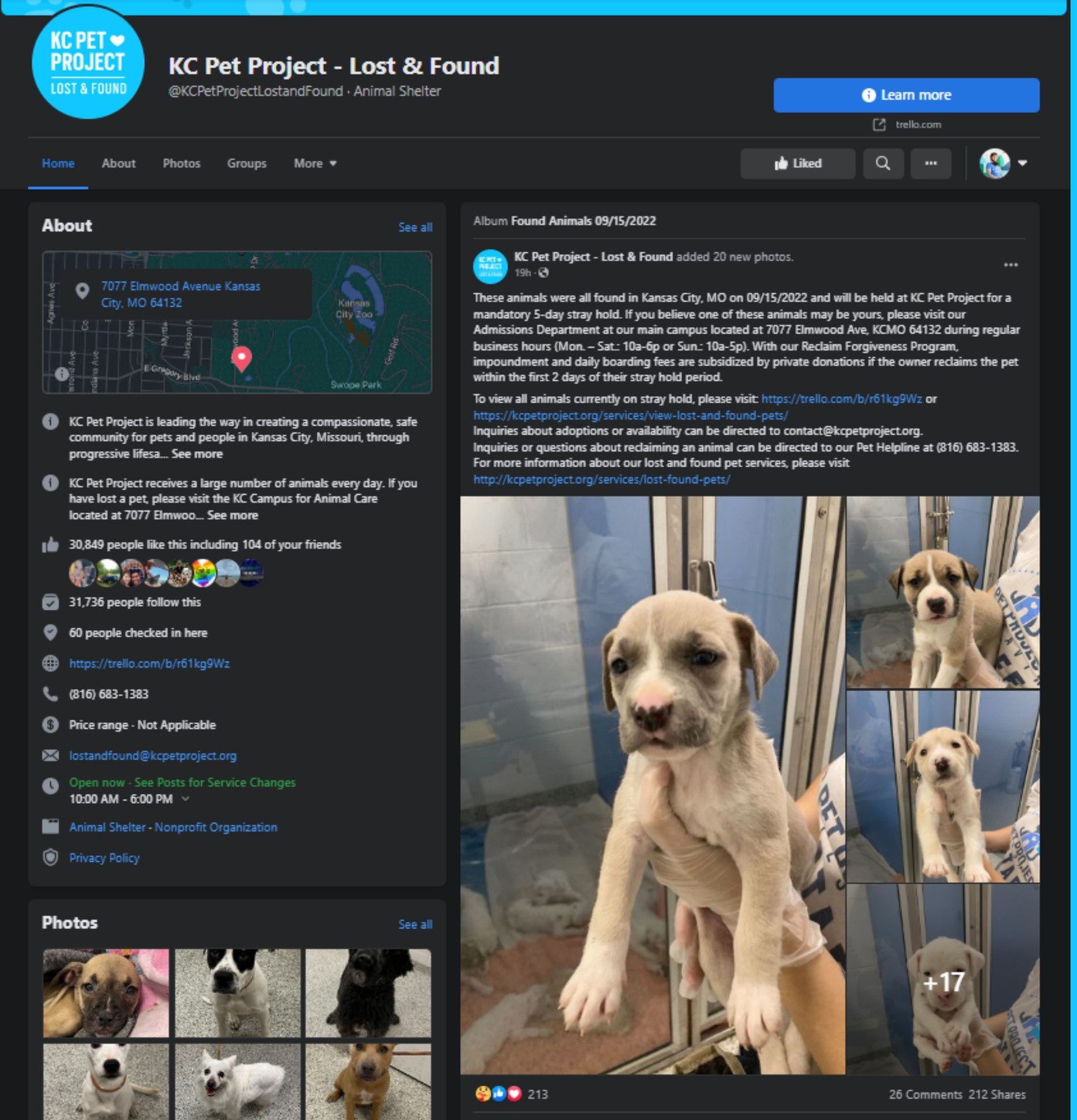
YOU CAN SIGNIFICANTLY INCREASE THE CHANCES OF REUNITING THE PET WITH THEIR FAMILY BY FOLLOWING THE SIMPLE STEPS BELOW.

The majority of lost or stray animals have families who love them and are typically found less than one mile from their homes. To keep pet families together, it is best to try to locate a lost pet's family prior to bringing the animal to the shelter. ***On average, only 3-4% of the stray cats and only 15-20% of the stray dogs brought to the shelter are returned to their owners.***

+ WITHIN THE 1ST HOUR
+ WITHIN THE NEXT FEW HOURS
+ WITHIN THE FIRST 24 HOURS

IF YOU ARE UNABLE TO LOCATE AN OWNER OR UNABLE TO CONTINUE CARING FOR THE FOUND ANIMAL

+ ANIMALS FOUND IN KANSAS CITY, MISSOURI
+ ANIMALS FOUND OUTSIDE OF KANSAS CITY, MISSOURI

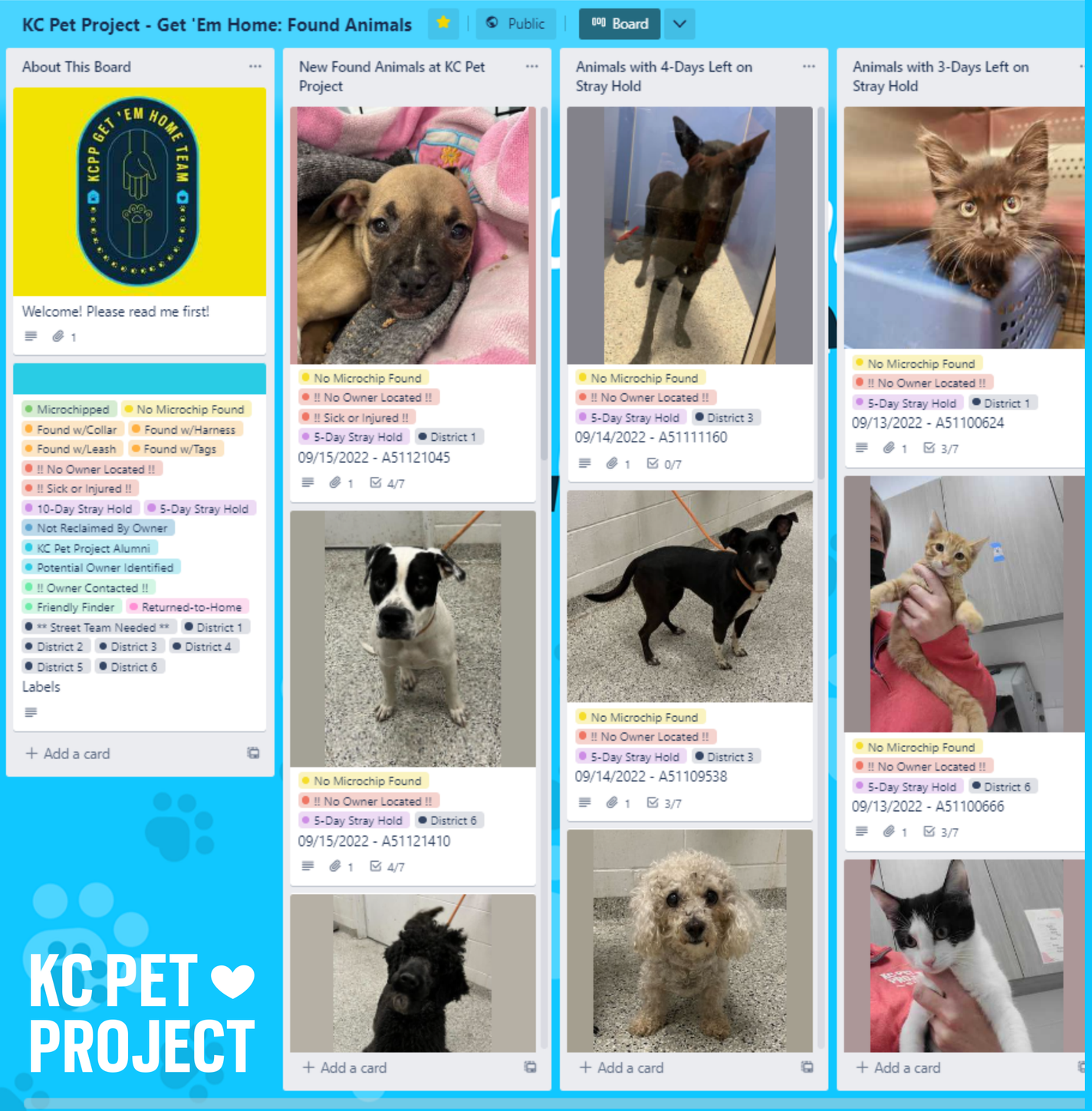


FACEBOOK

Daily albums are posted at the end of business with all new stray arrivals.

- Each album includes information about the duration of stray hold, where the animals are located, hours of operations, contact information for the shelter, and our Reclaim Fee Forgiveness Program
- Staff and volunteers help manage the page and provide ongoing engagement throughout the day.
- Daily albums are cross-posted in local Lost and Found Pets Facebook groups. Our team focuses on cross-posting in the largest of these groups.

Kansas City currently has over 48 unique lost and found pet groups



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TRELLO

Our Get 'Em Home Trello board is updated throughout the day and lists animals in order or days left of stray hold.

- Each animal's card includes the animal ID number, animal description, found location, important information about how to contact the shelter, and a checklist of the additional steps our Return to Home team has taken to try to locate a potential owner of each animal.
- We utilize various labels to communicate important information at-a-glance including whether an animal was found with a collar or tags, whether they had a microchip at time of intake, if they are sick or injured, etc.
- All animals stay on the board for the entire month and get moved to a final column of "Not Reclaimed" or "Returned to Owner"

RETURN TO HOME HANDOUTS

5 PASOS A HACER
CUANDO ENCUENTRA UNA MASCOTA

1. **COMPRUEBE POR IDENTIFICACION**
   Compruebe por un collar y etiqueta. Algunas mascotas tienen un collar cosió con el número de teléfono.
2. **SAQUE UNA FOTO**
   Publica una foto de la mascota perdida en NextDoor.com, su grupo de media social de su vecindario y su cuenta de media social. La mayoría de las mascotas perdidas se quedan cerca de la casa.
3. **VAYA A LA CLÍNICA DE VETERINARIO CERCANO**
   Lleve la mascota a la clínica veterinario para comprobar por un microchip.
4. **COMPLETE UN INFORME DE MASCOTAS ENCONTRADAS**
   Complete un informe a **KCPetProject.org/foundpet**
5. **CREE UN FOLLETO DE LA MASCOTA ENCONTRADA**
   Cree un folleto de la mascota para publicar en media socia y alrededor un vecindario.

VEA TODOS DE NUESTROS RECURSOS PERDIDA Y ENCONTRADA POR INTERNET

ESCANEAR EL CÓDIGO DE QR PARA EMPEZAR

KC PET ♥ PROJECT
7077 Elmwood Avenue | Kansas City, MO | 64132
816-683-1383 | KCPetProject.org

5 PASOS A HACE
CUANDO UNA MASCOTA ESTÁ PERDIDA

1. **CAMINE EL VECINDARIO**
   Camine el vecindario donde desapareció su mascota y hable con vecinos, carteros y niños jugando para investigar si alguien ha visto su mascota.
2. **PUBLIQUE EN NEXTDOOR**
   Cree un mensaje en su vecindario app de Nextdoor, **NextDoor.com**
3. **BUSQUE SITIOS PERDIDAS Y ENCONTRADAS DE LA RED**
   Visite **KCPetProject.org/LostPets** y utilice los enlaces para acceder a sitios varios de mascotas perdidas y encontradas, grupos de media social y presente un informe de mascotas perdidas.
4. **VISITE EL CAMPUS DE KC POR CUIDAD DE ANIMAL**
   Venga en persona al campus de KC por cuidado de animal para chequear si su mascota ha sido traído. Obtenga una lista de otros albergues locales para visitar. Chequear mascotas perdidas en los sitios de la red, además de **Facebook.com/KCPetProjectLostFound** cada un par horas para ver animales nuevos.
5. **CREATE POSTERS**
   Cree carteles usando cartulina fluorescente para colgar en las carteleras vecindarios y en las esquinas de tráfico; cree folletos para repartir en su vecindario. Asegúrese incluir una foto muy clara y el numero de contacto.

COSAS IMPORTANTES PARA RECORDAR

- Si su mascota perdida tiene un microchip, contacte la compañía del microchip y asegúrese que su información de Contacto esta realizado y reporte su mascota como perdida
- Actúe inmediatamente para corre la voz.
- Visite sus albergues locales.
- Sea diligente.

KC PET PROJECT ♥

PREVENTING LOST PETS

As the municipal shelter for Kansas City, MO, we received over 3,767 stray animals in 2021, and only 20% of those animals were reunited with owners. We know how heartbreaking it can be to lose your pet, and we want to give you resources to help you in the event that you find yourself in this position.

01 COLLAR WITH IDENTIFICATION

The easiest thing you can do to ensure your pet returns home is to **make sure they are always wearing a collar with ID tags.** ID tags should include your contact information, and you may also choose to add their rabies or license tags, and microchip tags to their collar as well. The more identifying information the better! Only 5% of lost pets not wearing identification ever get reunited with their owners. Please ID your pet! It is your pet's ticket home!

02 MICROCHIPPING

Every dog & cat adopted from KC Pet Project is microchipped. A microchip is the size of a grain of rice and is inserted by injection between an animal's shoulder blades. If your pet ever gets loose they can be scanned by a microchip reader and their unique microchip number will appear. This unique number leads back to the owner information you register on the microchip.

TIP: We recommend entering your animal's microchip number as their "phone number" in your cell phone. Should you ever need to access your pet's microchip information, they're just a phone call away!

03 PETCO LOVE LOST

Petco Love Lost (Lost.petcolove.org) is a free national, central database for lost and found pets. It uses patented pet facial recognition technology to identify possible matches from both other users who have found a pet, as well as nearly 1,000 shelter partners across the nation. Owners are able to add their animals to their account, whether the animal is missing or not. This is a great service to use should your pet ever go missing!

KC PET PROJECT ♥
7077 Elmwood Avenue
Kansas City, Missouri 64132
816-683-1383

Admissions & Return-to-Home Hours
Monday - Saturday: 10 A.M. - 6 P.M.
Sunday: 10 A.M. - 5 P.M.
lostandfound@kcpetproject.org

IF YOUR PET GOES MISSING

In the event you should lose your pet, we are here to help. Here are resources to help you get reunited with your pet:

WHITHIN THE FIRST HOUR

- Immediately alert your neighbors about your lost pet by using the methods your community utilizes most to communicate. This could include Nextdoor, a Facebook group, or a neighborhood email list.
- Contact the microchip company right away to report them as lost, and update your contact information as needed.
- Submit a Lost Pet Report on KC Pet Project's website.

WITHIN THE NEXT FEW HOURS

- Upload your lost pet's photo to **Petco Love Lost**, a KC Pet Project partner that provides free facial recognition software to reunite lost pets with their owners. Your pet's uploaded photo will be scanned against photos of found animals at shelters and those reported by the community.
- Set up a **Pawboost** Alert
- Make flyers and walk the neighborhood! **PetFBI** has an easy online lost pet flyer template that you can print from home!

WITHIN THE FIRST 24 HOURS

- Visit your county animal shelter to look for your pet. You are the best person to identify your pet, and it's imperative that you visit the shelter to walk through the kennels and see if your pet has been found. If your pet was lost in Kansas City, MO, you will visit our KC Campus for Animal Care location.
- Hang lost pet posters with duct tape at major intersections within a 3-mile radius of where your dog was lost or a 1-mile radius of where your cat was lost.
- Look for your pet frequently on our website. If you see your pet's photo, please call the shelter immediately.

For Lost and Found Pet resources, please visit our website by scanning the QR Code with your phone's camera

RETURN TO HOME

PROACTIVE APPROACH TO LOST PETS

MICROCHIPS

Increasing access to microchipping services.

MESSAGING

Changing (and challenging) the community's perception of stray and lost pets not having loving homes.

MARKETING

Intentional and strategic engagement to equip and empower our community.

FIELD SERVICES

Partnering with Animal Service to help increase return to home

ANALYZING TRENDS

Keeping a constant pulse on data to help inform programs and better understand the unique needs of our community

DIRECT SUPPORT

Meeting our community where they are to provide tools and resources to help prevent lost pets

MICROCHIPS

KC Pet Project offers discounted microchip services for pets reclaimed from the shelter and provides financial assistance if a community member is experiencing financial insecurity to remove cost as a potential barrier.

- In 2021, KC Pet Project implanted 598 microchips for pets being returned to home.
- In the first 8 months of 2022, we have implanted 710 microchips for pets at the time of reclaim.
- Since implementing discounted microchips at time of reclaim, we have seen a 84% increase in microchipping.

MESSAGING

KC Pet Project focuses on consistent messaging to the community to destigmatize the thought that stray pets belong to "bad people"

- We challenge the community's thinking about how an animal becomes lost, and how they may have come to the shelter in less than ideal condition through intentional engagement and nonjudgmental language.

- Our team is committed to ongoing storytelling, highlighting return to home success stories to articulate that every outcome is worthy of empathy and understanding.

- Our Reclaim Fee Forgiveness program is KC Pet Project's public position of wanting to help pet families reunify with their pets, rather than punishing them.

Since launching this program in June of 2021, KC Pet Project has subsidized $108,742.00 in reclaim fees for 1,064 families with 1,285 pets.

FIELD SERVICES

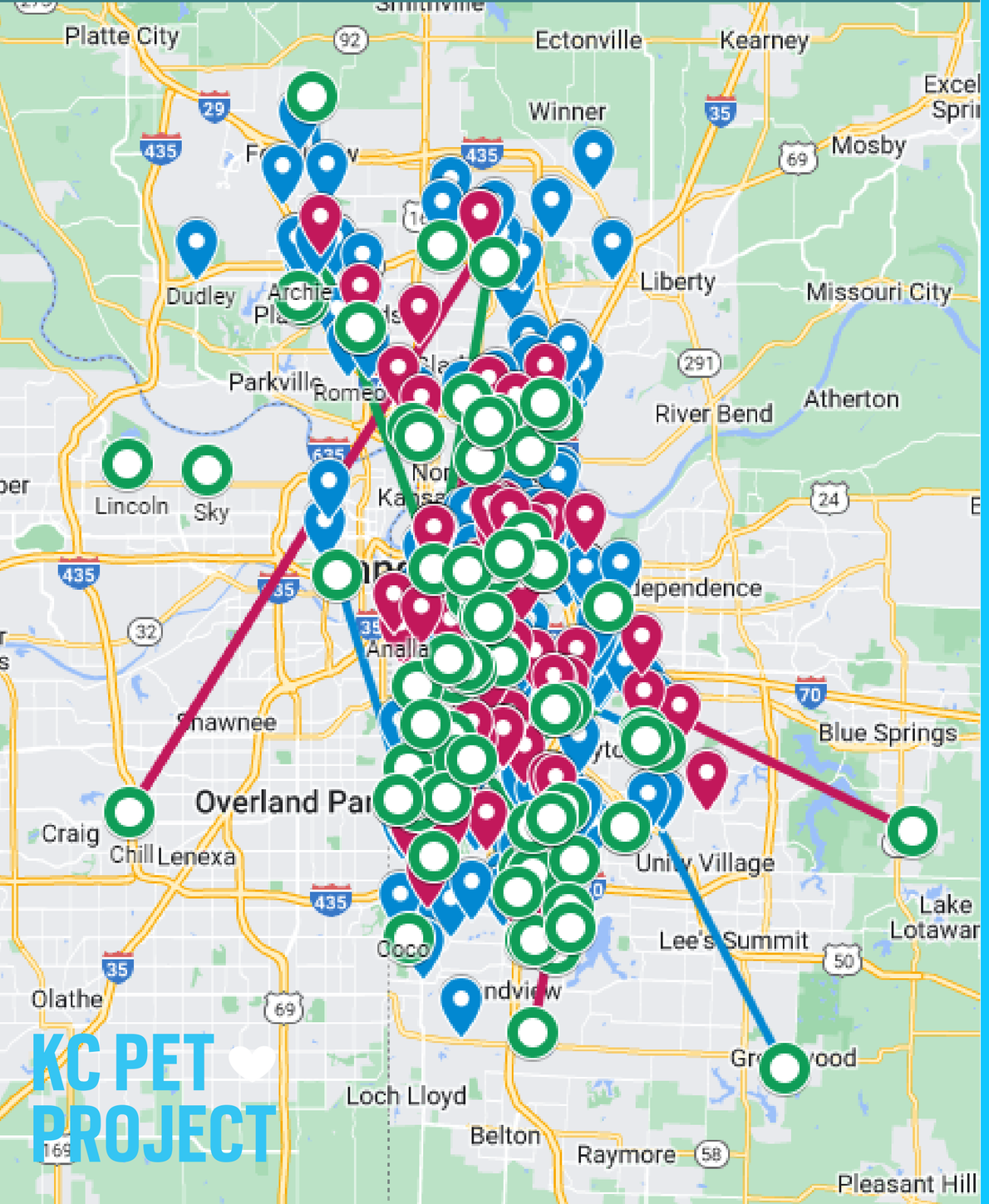
KC Pet Project's Animal Services Division is committed to deterring unnecessary impoundment and helping more pets return home.

- Each Animal Services Officer is equipped with a microchip scanner as part of their standard issued equipment.
- Animal Services Officers help return pets to their owners by proactive microchip scanning and return to home in the field without impoundment.
- Officers assist our Return to Home team by canvassing in targeted areas with found pet fliers for animals currently on stray hold at the shelter.
- When a stray animal is impounded, officers leave door hangers in the area with the animal's description.

MARKETING

KC Pet Project works to strategically put information about return to home in front of our community through social media marketing and blog posts.

- KC Pet Project shares transparent information and statistics about the trends in our community, including how many animals are found less than one mile from their homes and why it is important to proactively try to locate an owner prior to bringing a pet to the shelter.
- The focus is provide information that is clear and easy to understand, to help equip the community to assist in return to home efforts.
- Monthly impact reports are added to our website each month that articulates intake and outcome data and updates on shelter operations.



ANALYZING DATA

KC Pet Project receives an average of 40-60 new stray animals each day and each intake (and return to home) is an opportunity to learn more about our community. With record-breaking stray intake numbers, data is more important than ever before and allows us to:

- Proactively keep a pulse on which areas have a higher volume of animals entering the shelter
- Clearly articulate trends in intake and the success of return to home efforts month-by-month
- Identify which areas of the community have the highest numbers of return to home in the field
- Learn which platforms are most successful in helping families find their lost pet through online surveys

KC Pet Project works with a HASS Data Embed to help analyze and identify benchmarks and data collection opportunities

DIRECT SUPPORT

KC Pet Project's Animal Services Division and Keep 'Em Together teams provide direct pet support services in our community to increase access to pet identification and microchipping resources.

- KC Pet Project hosts free and/or discounted drive-thru pet ID tag, microchip and pet vaccine clinics in targeted zip codes. These events are sponsored by donors and grant funders to help off set the cost and allow us to provide these services at discounted rates.

- Animal Services Officers regularly host 2-3 pop-up pet ID tag events throughout the community where they distribute 25+ tags at each event.

- Free microchip vouchers are distributed at special events to encourage more pet owners to microchip their pets.

RETURN TO HOME
KC PET PROJECT'S SUCCESS

2019

- 1,142 (16%) of the 7,143 stray and seized pets were returned to home.

2020

- 1,038 (18%) of the 5,687 stray and seized pets were returned to home.

2021

- 1,474 (21%) of the 7,068 stray and seized pets were returned to home. 467 (25%) of the 1,847 pets at-risk of impoundment by Animal Services were returned to home in the field.

2022

- To date, 1,166 (22%) of the 5,290 stray and seized pets were returned to home. 304 (14%) of the 2,190 pets at-risk of impoundment by Animal Services were returned to home in the field.

THANK YOU

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DIRECTOR OF COMMUNITY PROGRAMS

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