

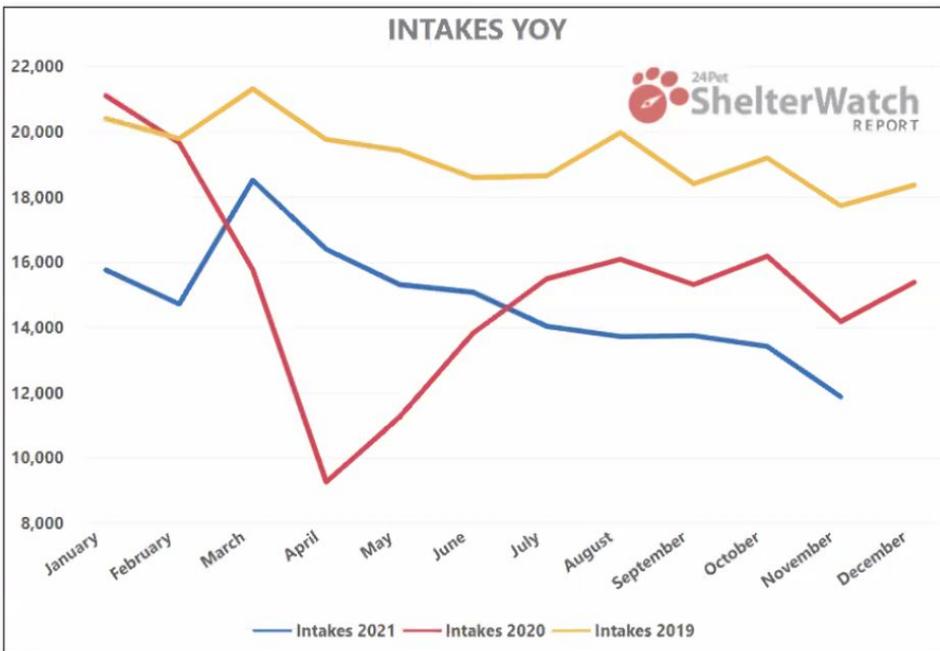


# Transport Program Recharge

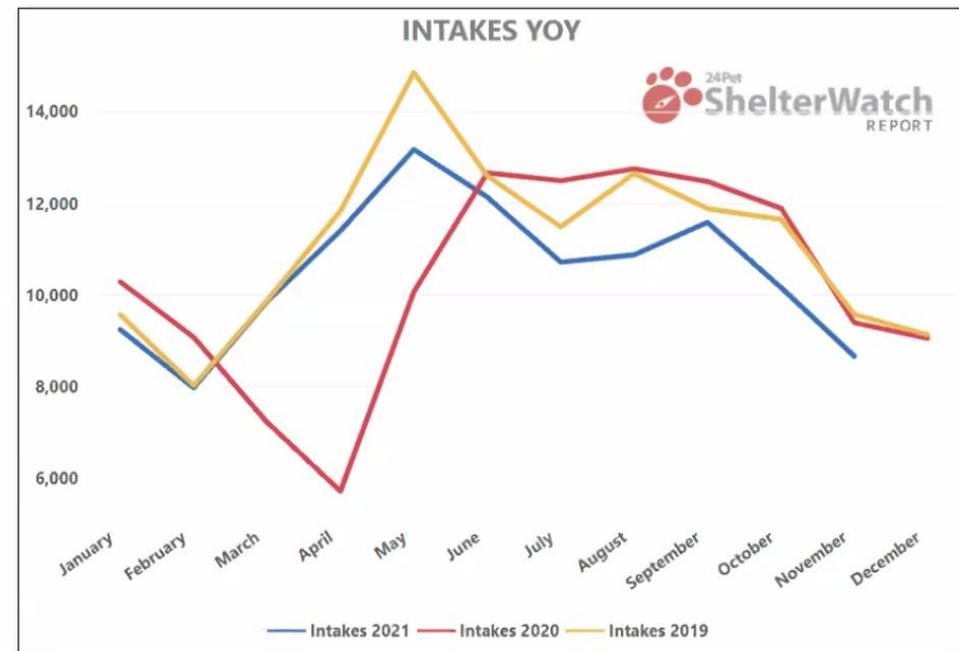
## Part 1: Cultivating Lasting Transport Partnerships

Clare Callison, Maddie's® National Director, Pet Supply and Demand, American Pets Alive!  
Kelly Duer, Foster Care Specialist, Maddie's Fund

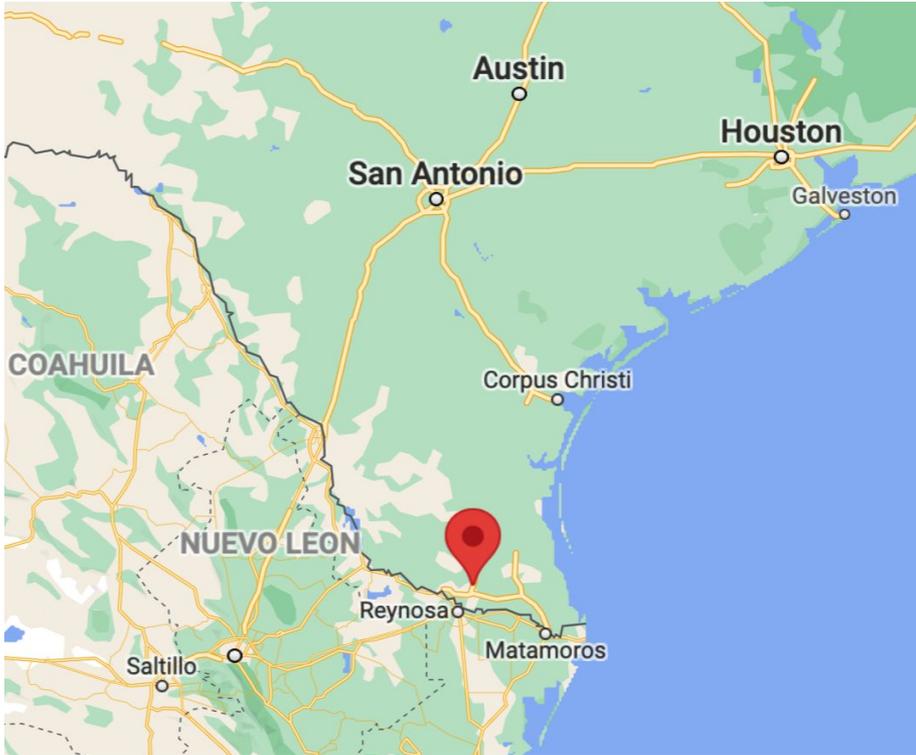
## Transfer In - Dog



## Transfer In - Cat



# Palm Valley Animal Society



Palm Valley Animal Society

3h · 🌐



Another 10 puppies came in today!



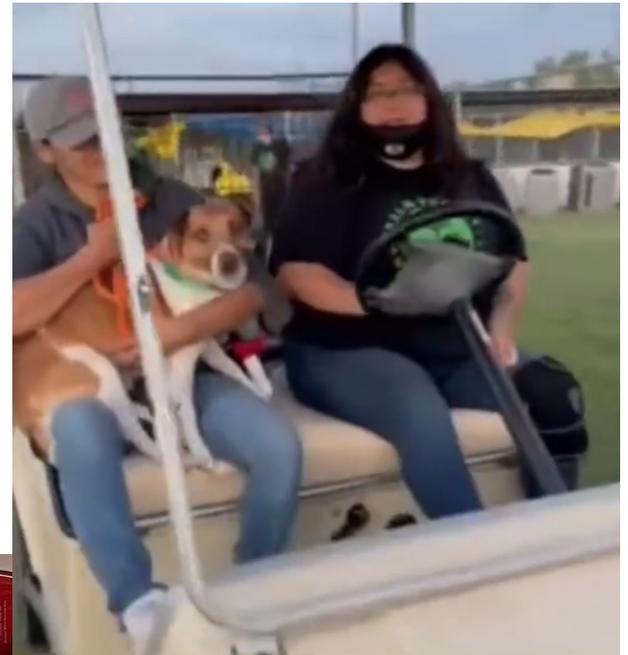
ANIMALS IN FOSTER	CATS	DOGS	ANIMALS IN SHELTER	CATS	DOGS
	113	105	156	632	

JANUARY 12, 2022  
#GIVEABARK



Maddie's Fund

# PVAS: Otis's Story



# Finding Partners: Network! Network! Network!

[Best Friends Transport Connection Map](#) & episode 93 on podcast - find new transport partners in the Best Friends Network

[Webinar: how to find and cultivate rescue partnerships](#)

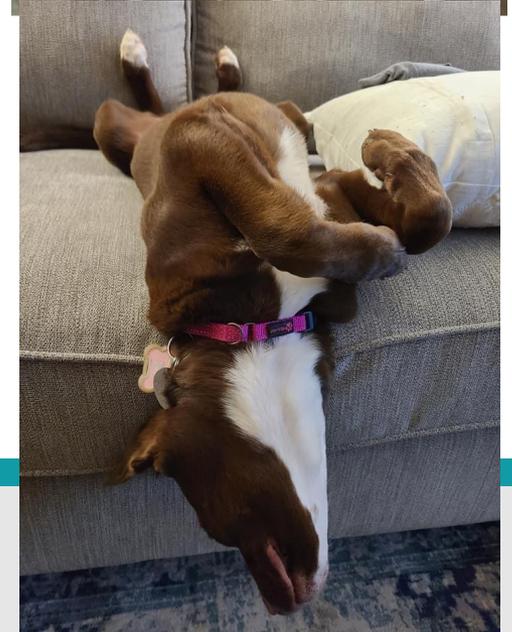
Reviews tips about rescue partnerships, finding new partnerships, and specifically focuses on transport partnerships

[Doobert.com](#)

National volunteer network of transporters with a national map of rescue partners.

[American Pets Alive Shelter Rescue & Support Page & Maddie's Pet Forum](#)

Facebook page, Keyword: "Transport"



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# Introducing Your Partners

- **Ask your partners!**
  - What would they like you to share?
  - How would they like you to describe challenges?
- **Visit their website**
  - What information are they sharing?
  - What language are they using to describe their organization and their challenges?
- **Their social media**
  - Share & tag!
- **Census and demographic data**
- **Media coverage**



## ABOUT

Palm Valley Animal Society (PVAS) is a 501(c)3 nonprofit animal welfare organization serving five municipalities in Hidalgo County, as well as the county at-large. PVAS operates two facilities in Edinburg, TX, taking in approximately 25,000 animals on behalf of 775,000 residents each year. PVAS is on a journey to maintain "no-kill" status, broadly defined as saving 90% or more of the animals that enter into our care.

- [History of Palm Valley Animal Society](#)
- [About "no-kill" sheltering](#)

PVAS accepts stray and surrendered companion animals from municipalities and counties who contract our services regardless of age, health, or breed, making us the largest intake facility in Hidalgo County, and one of the largest intake facilities in the country.



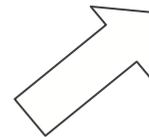
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# What does your Dream Partnership look like?

- Transparency & Trust-coordinators are working like they are part of the same organization.
- Feeling that you have options & a support network.
- Local first approach. Be realistic about transport.
- Truly understand each other's reality.
- A true give/take partnership.



TRANSPORT ALONE IS NOT ENOUGH



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# How Do We Get There?

- Starts with the first contact.  
Individual reach out vs. mass pleas.  
Not a laundry list of requirements.
- Entire organization understands that resources does not make one partner innately better than the other.
- Awareness of savior complex. If your partner was in the room- would you say the same thing?
- “That's how we’ve always done it”.



Thank you [West Memphis Animal Shelter](#) for being one of our favorite transport partners! They have the best dogs and it's an honor to take in puppies like sweet Anthony who arrived tonight.



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# Collective Sense of Urgency

- Organizational shift: urgency with our partners, triggers same urgency at home.
- Scrutinize every step from intake to placement for bottlenecks.
  - medical backlog,
  - pre-adoption/behavior assessment etc
- Scrutinize every step of placement for barriers
  - responding to all inquiries for adoption, restrictive foster/adoption policies

*Maddie's® Cat  
Adoption Center:  
Treatment and Care  
for Ringworm  
Positive Cats*



# Giving Back

## How?

- Engage your community!
- Donation add on during adoption. About transport letter.
- Adopter alumni page.
- Highlight partnership for fundraising.
- Monetary, in kind, medical supplies, adoption stories- what is most valuable to your partner? Advocate for your biggest needs.

Greta  
From Houston



**Help for Texas**  
Water Drive - February 19 & 20

Silver Paw  
STUDIO



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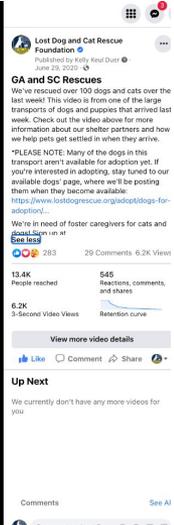
# Don't Compete, Collaborate!

 NOVA Pets Alive  
October 23, 2018 · 🌐

Give the cats and dogs at the [Frederick County-VA Esther Boyd Animal Shelter](#) and [Clarke County Humane Foundation](#) Halloween treats! 🍬 Your donation of \$10 provides a food-filled KONG or a cardboard scratcher and toy that will enrich a shelter pet's day. On the day of the event, we'll take photos of the cat(s) or dog(s) who received the items you donated so that you can be part of the fun! 📸❤️ The shelters will then keep all of the donated items so that shelter dogs can have enrichment for days or months to come.

The best part? Any part of the \$10 donation that we don't spend on the enrichment items will be used to fund medical expenses so that we can rescue more pets from Frederick and Clarke Counties! 🐾

👉 Donate now at <https://tinyurl.com/ycu8wao7> 👈



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# Gather Stories in Advance to Build Momentum

**NOVA Date Alive is seeking for donations**  
**Lost Dog and Cat Rescue Foundation**  
May 5, 2020 · 🌐

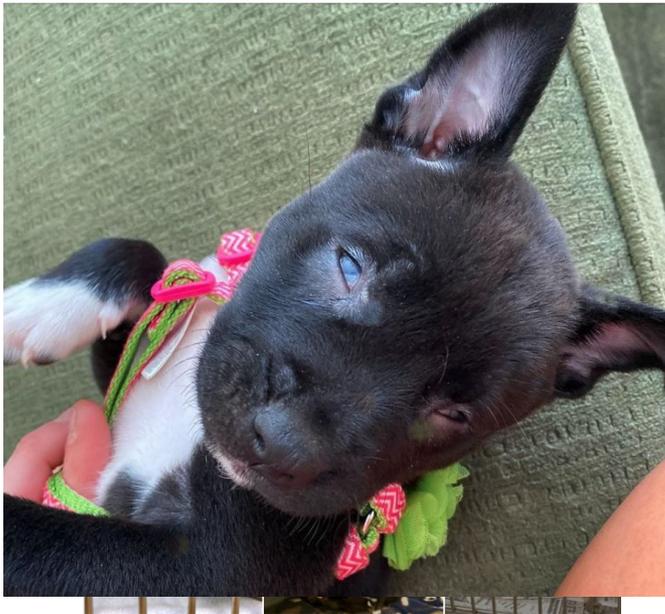
Late last week, a southern shelter got a call about an abandoned puppy. She had been left in an empty diaper box, in a ditch during a terrible thunderstorm. Also, she was blind-- not from birth, but because someone had pushed her eyes open when she was a tiny baby.

A warm-hearted person took her home to foster while they contacted us. When they asked us to rescue her and save her life, we said, "Absolutely!"

Blakely arrived on Sunday in an airplane with two other rescue pups. You've never met a pup who is less upset by her circumstances. Her little tail wags a mile a minute. She gives kisses with zero respect for masks or social distancing rules. This smart little cookie follows humans' voices, uses her paws to make sure her path is clear and wraps humans around her tiny paws with the skill of an expert.

In 2020 alone, we've taken in over 1,100 dogs and cats. While pets are still at risk, we have no intention of slowing down. The average transport costs about \$1,800, which allows us to rescue about 40 to 60 animals. Please making a donation on Facebook or at <https://www.mightycause.com/.../Fund-Emergency-Transports...>

Blakely isn't ready for adoption yet, but you can rest assured that until then, she will get the most excellent care we can provide. When she is made available, she will be posted on our website at [https://www.lostdogrescue.org/adopt/dogs-for-adoption/...](https://www.lostdogrescue.org/adopt/dogs-for-adoption/)



- Ongoing dialogue between intake and marketing
  - What's happening with your partners? What are you doing to help?
  - Heads-up: pets with special stories, pets who might be harder to place
    - Follow journey beginning through adoption
    - Help supporters connect emotionally



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# Cassie!

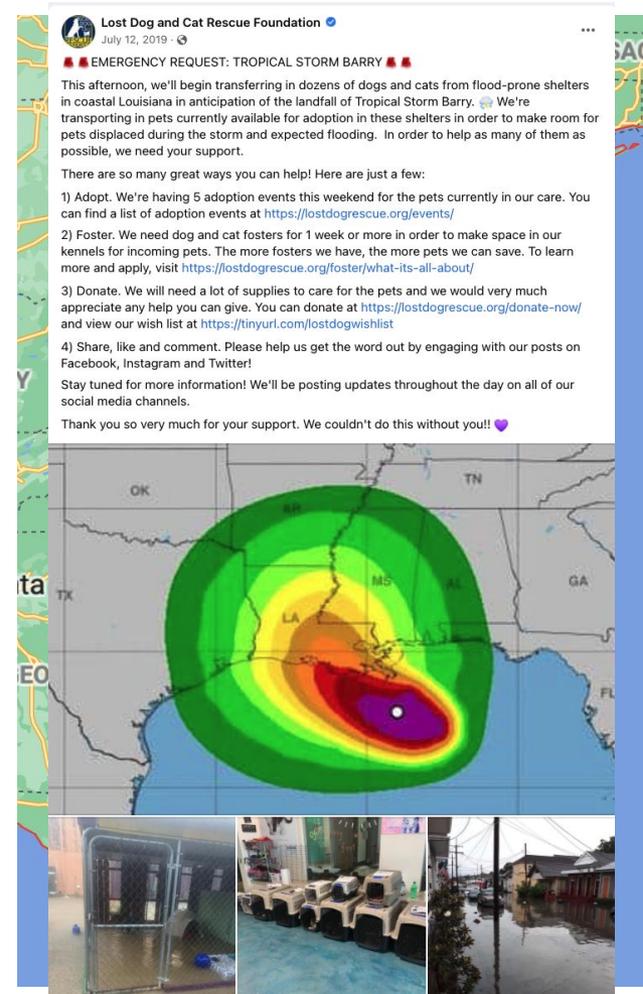


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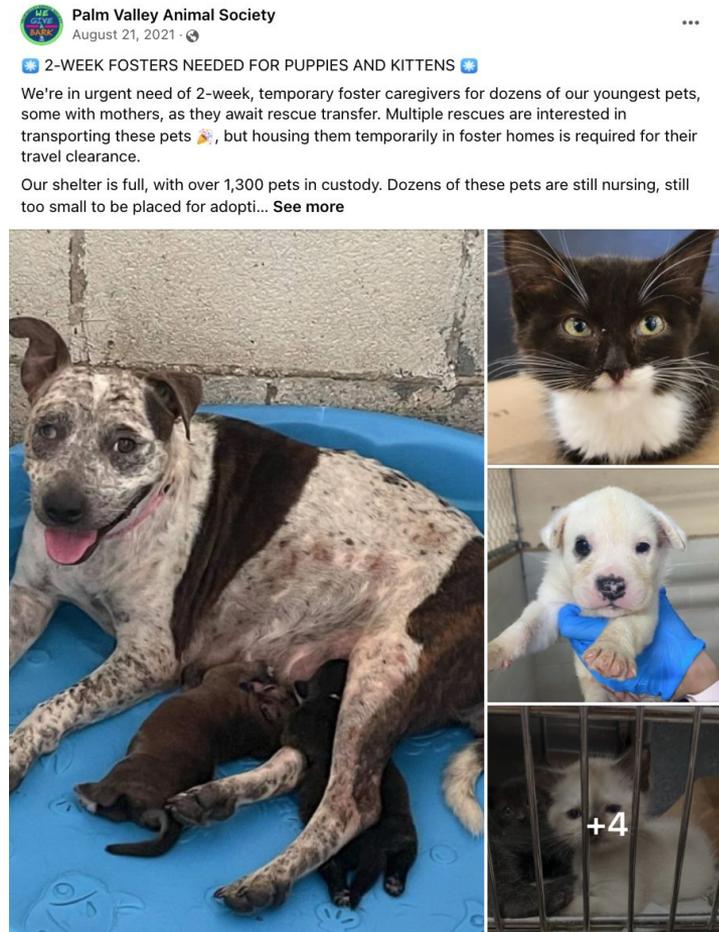
# A Great Tool You Might Not Have Known You Have: Emergency Foster & Adoption

- If your partner is in crisis, you are in crisis
  - Natural disaster
  - Outbreaks of contagious illness
  - Population crises
  - Other causes
    - Building renovations
    - Cold snap
    - A/C issues
    - etc.
- Can be utilized by any shelter or rescue



# A Great Tool You Might Not Have Known You Have: Emergency Foster & Adoption

- Why?
  - Create kennel space & save lives
  - Create quick relief
  - Help partner organizations
  - Connect with supporters emotionally
  - Find some adopters and longer-term fosters



# A Great Tool You Might Not Have Known You Have: Emergency Foster & Adoption

- 3-5 days campaign similar to a news cycle
  - Asking for adopters & fosters
  - All hands on deck
  - Simplify foster onboarding process
  - Heavy marketing
    - News releases!
    - Boost post(s) if possible
    - Website pop-ups, emails
    - Mobilize current fosters & volunteers
    - FOLLOW UP!



 Palm Valley Animal Society was live.  
August 24, 2021 · 🌐

Roman and Romeo just came in to pick up their first foster kitten. ❤️❤️❤️

We still need foster caregivers for about 70 kittens and puppies, some of whom are with nursing moms. No experience is needed, and becoming a foster is easy! Come on down during our open hours 11-7 daily or sign up online at <https://www.pvastx.org/foster/>

Necesitamos criticamente crianza de 2 semanas para gatitos y mamás con gatitos a fin de que estén autorizados para la transferencia de rescate. No se necesita experiencia para ser un hogar de crianza, y registrarse es fácil. Visitenos entre las 11 y las 7 o registrese en [línea en https://www.pvastx.org/foster/](https://www.pvastx.org/foster/)  
[See less](#)



# Tips on Sharing Urgency with your Organization

- See the need in person! Visit the shelter, invite staff. Learning goes both ways.
- Ask your partner to do a shelter tour: facetime, zoom
- Share stats & data- including annual budget vs intake
- Invite partner to an organizational wide meeting: honest conversation.



# Put Your Supporters in the Passenger Seat



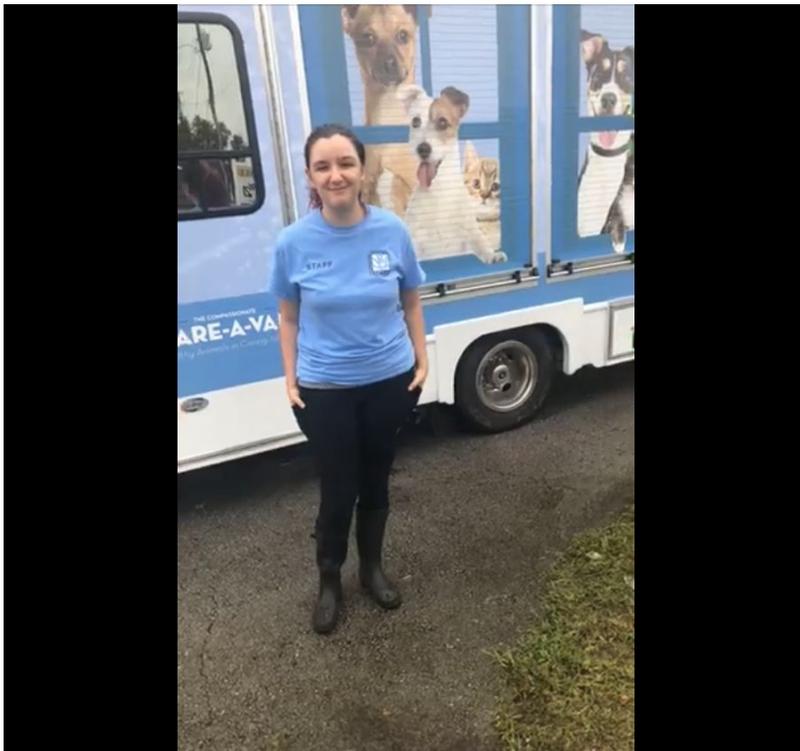
Charlottesville-Albemarle SPCA was live.

September 16, 2018 · 🌐

...

We are live in New Bern, North Carolina rescuing animals affected by Hurricane Florence in coordination with [Best Friends Animal Society](#) and delivering much needed supplies thanks to the [Petco Foundation](#). We are grateful to be in a position to help those in need.

The CASPCA is having a "Pay What You Will" Clear the Shelter adoption special Sunday, Monday, and Tuesday. We need to make space for all the animals that need our help! Come by the shelter and meet a dog or cat (or... [See more](#)



- On-site at partner organizations
  - Live video, photos, etc.
  - Tours, interviews with staff, etc.
- Transport arrival and departure
  - Ask marketing staff or volunteer to help with "news coverage"
    - Video, photos & live streaming
    - Interviews, show supporters your intake process, meet some of the pets, etc.



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# Join us for Part 2!

- Engaging More Fosters & Adopters
- Thursday, January 27th at 12pm Pacific, 2pm Central, 3pm Eastern
- Kelly Duer: [duer@maddiesfund.org](mailto:duer@maddiesfund.org)
- Clare Callison: [Clare.Callison@americanpetsalive.org](mailto:Clare.Callison@americanpetsalive.org)

