**Past Recordings on Maddie’s Pet Forum**

<https://forum.maddiesfund.org/communityconversations>

**This meeting:**

<https://bit.ly/shelterrescuesupportcall82321>

Box link of file recording:

<https://maddiesfund.box.com/s/r7g6zpaqvh5ntp8t46t9xyvve1j6i1y0>

**Friday meeting registration page**

<https://us02web.zoom.us/meeting/register/tZEud-2orzMrHtLTuNo0GbrSNeCQlQkdWKAp>

**Monday meeting registration link (for shelter staff and committed volunteers)**<https://us02web.zoom.us/meeting/register/tZUqc-6spj0jHtES3GWxrpaG6L3HcbMh_dCu>

**Agenda**

* **Welcome – Bobby Mann**

[bobby.mann@americanpetsalive.org](mailto:bobby.mann@americanpetsalive.org)

* **Mary's Motivation – Write your own headline and focus on the people close to you – and make your own happy ending** (quotes from Gabrielle Chapman). Don’t miss tomorrow’s [Maddie’s Candid Conversation with Dr. Lila Miller](https://maddiesfund-org.zoom.us/meeting/register/tZEqf-2hpz8qHtOR_F97Bfuq1BXDfpklxnyC), a true national treasure in our field.
* **Peter Wolf, National Feline Research Council –** scientific research ontrap-neuter-return (TNR) and return-to-field (RTF) programs
* **Heather Duncan, Growth Team, ShelterLuv** and **Sherrie Bethany, Cortney Metzer, and Alexis Pugh, Memphis Animal Services’ Pet Resource Center** – usingShelterluv’s Field and Community Services platform to track, manage, and report on various programs

***108 attendees***

***List of resources referenced during today’s call***

**Tuesday, August 24 @ 12n Pacific Maddie’s Candid Conversation with Dr. Lila Miller**  
**REGISTER** <https://maddiesfund-org.zoom.us/meeting/register/tZEqf-2hpz8qHtOR_F97Bfuq1BXDfpklxnyC>

**Open Arms Challenge grant**   
**MORE INFO**   
https://www.maddiesfund.org/open-arms-challenge.htm

**Jessie Sullivan, SICSA Pet Adoption Center,** [**JSullivan@sicsa.org**](mailto:JSullivan@sicsa.org)

Now recruiting participants for our **2nd Safe Pets Apprenticeship** <https://sicsa.org/sicsa-safe-pets-apprenticeship>

**Peter Wolf,** Research and Policy Analyst for Best Friends

Board member, National Feline Research Council

[**https://www.felineresearch.org/**](https://www.felineresearch.org/)

[**https://www.felineresearch.org/research-library**](https://www.felineresearch.org/research-library) **Issue briefs** [**https://www.felineresearch.org/blog/categories/issue-briefs**](https://www.felineresearch.org/blog/categories/issue-briefs)

**Wildlife impacts of outdoor cats** [**https://www.felineresearch.org/post/issue-brief-wildlife-impacts-of-outdoor-cats**](https://www.felineresearch.org/post/issue-brief-wildlife-impacts-of-outdoor-cats)

**Continue the cat conversation next Tuesday 8/31 when Dr. Hurley and Monica Frenden will discuss what HOME means for cats!** [**https://us02web.zoom.us/webinar/register/1016268976313/WN\_QNvK30X\_SA6Ci-hlaDn3QA?fbclid=IwAR3zHpBLklIRNttIVn9QgzJwBdDHqkJEhd8Ve839ybpk-QoYtwy9qF9ePAM**](https://us02web.zoom.us/webinar/register/1016268976313/WN_QNvK30X_SA6Ci-hlaDn3QA?fbclid=IwAR3zHpBLklIRNttIVn9QgzJwBdDHqkJEhd8Ve839ybpk-QoYtwy9qF9ePAM)

**April Huntsman’s Marketing and website tools presentation:** [**https://forum.maddiesfund.org/communities/community-home/digestviewer/viewthread?GroupId=205&MessageKey=8f55c8c2-ecd1-4fee-bbab-bcface9aa916&CommunityKey=afce7f7a-fd5a-431e-9f2a-aaedc46a03d6&tab=digestviewer**](https://forum.maddiesfund.org/communities/community-home/digestviewer/viewthread?GroupId=205&MessageKey=8f55c8c2-ecd1-4fee-bbab-bcface9aa916&CommunityKey=afce7f7a-fd5a-431e-9f2a-aaedc46a03d6&tab=digestviewer)

**Heather Duncan, Growth team, Shelterluv** [**https://www.shelterluv.com/**](https://www.shelterluv.com/)

[**heather@shelterluv.com**](mailto:heather@shelterluv.com)

**You can sign up for a free trial and test out Community Services tracking here -** [**https://www.shelterluv.com/signup/**](https://www.shelterluv.com/signup/)

**ShelterLuv Pet Assistance Request**

[**https://www.shelterluv.com/form/community/MAS/25-pet-assistance-request**](https://www.shelterluv.com/form/community/MAS/25-pet-assistance-request)

**Sherrie Bethany, Cortney Menzer and Alexis Pugh,** Memphis Animal Services’ Pet Resource Center

[**https://www.memphistn.gov/animal-services/**](https://www.memphistn.gov/animal-services/)

**Pew Research Fact Sheet – mobile users**

[**https://www.pewresearch.org/internet/fact-sheet/mobile/**](https://www.pewresearch.org/internet/fact-sheet/mobile/)

**Percentage of US Adults Who Own a Smartphone**

[https://www.statista.com/statistics/219865/percentage-of-us-adults-who-own-a smartphone/#:~:text=The%20percentage%20of%20U.S.%20adults,smartphone%2C%20as%20of%20February%202021](https://www.statista.com/statistics/219865/percentage-of-us-adults-who-own-a%20smartphone/#:~:text=The%20percentage%20of%20U.S.%20adults,smartphone%2C%20as%20of%20February%202021).

***Blogs/books/conferences/podcasts/events***

**Tuesday 8/31 Dr. Hurley and Monica Frenden discuss what HOME means for cats!** [**https://us02web.zoom.us/webinar/register/1016268976313/WN\_QNvK30X\_SA6Ci-hlaDn3QA?fbclid=IwAR3zHpBLklIRNttIVn9QgzJwBdDHqkJEhd8Ve839ybpk-QoYtwy9qF9ePAM**](https://us02web.zoom.us/webinar/register/1016268976313/WN_QNvK30X_SA6Ci-hlaDn3QA?fbclid=IwAR3zHpBLklIRNttIVn9QgzJwBdDHqkJEhd8Ve839ybpk-QoYtwy9qF9ePAM)

**September 12** **Online Return to Home Day at the Community Cats Podcast.** I know we are going to have some interesting conversations about how we can ensure that cats are being helped. It is $25- All of the info. Can be found at www.communitycatspodcast.com.

**Humane Canada's Summit for Animals Mini Event: The Impacts of Climate Change on Animal Welfare – September 15, 2021 https://humanecanada.swoogo.com/minievents/1178268**

**Humane Canada's Summit for Animals 2022 – Call for abstracts now open:** [**https://humanecanada.swoogo.com/summit/**](https://humanecanada.swoogo.com/summit/)

              

**CHAT SESSION**

07:58:32 From Alison Gibson to Everyone:

This meeting will be recorded. Find it later today on Maddie’s Pet Forum <https://bit.ly/shelterrescuesupportcall82321>

07:59:15 From Kathy Duncan to Everyone:

Welcome Allie!!!!

08:00:30 From Allie Mayer to Everyone:

Thanks everyone! Excited to be here!

08:01:10 From Kathy Duncan to Everyone:

Great last name @Heather!!!

08:01:54 From Heather Duncan to Everyone:

Haha, thank you Kathy! You too ;)

08:02:01 From Alison Gibson to Everyone:

Awesome Dr B!!

08:02:07 From Heather Duncan to Everyone:

Can’t wait to hear the NPR story!

08:02:47 From Sharon Fletcher to Everyone:

EB I am sure you did an amazing job!

08:02:58 From Peter Wolf to Everyone:

Talking to the media always makes me so nervous!

08:03:08 From Alison Gibson to Everyone:

**Tuesday, August 24 @ 12n Pacific Maddie’s Candid Conversation with Dr. Lila Miller**

<https://maddiesfund-org.zoom.us/meeting/register/tZEqf-2hpz8qHtOR_F97Bfuq1BXDfpklxnyC>

08:03:49 From Kathy Duncan to Everyone:

Dr. Miller is an “International” treasure @Mary!! We love her too!!!!

08:04:18 From Alison Gibson to Kathy Duncan(Direct Message):

cool!!

08:04:24 From Elizabeth Berliner to Everyone:

I find public speaking super challenging even though it is a part of my daily life. Thanks everyone for the vote of confidence.

08:05:36 From Sharon Fletcher to Everyone:

Love this!! Make your own happy ending!!

08:06:04 From phablo dias to Everyone:

Hello!! I am a student from Brazil at UFRRJ (Federal Rural University of Rio de Janeiro)

08:06:12 From Alison Gibson to Everyone:

**Open Arms Challenge grant**

MORE INFO

<https://www.maddiesfund.org/open-arms-challenge.htm>

08:07:23 From Kathy Duncan to Everyone:

**Humane Canada's Summit for Animals Mini Event: The Impacts of Climate Change on Animal Welfare** – September 15, 2021 https://humanecanada.swoogo.com/minievents/1178268

**Humane Canada's Summit for Animals 2022 – Call for abstracts now open:** <https://humanecanada.swoogo.com/summit/>

08:07:44 From jessie sullivan to Everyone:

SICSA is offering a virtual **Safe Pets Apprenticeship** for organizations interested in starting a Safe Pets (safety net fostering) type program. You can get more information and/or apply online: [www.sicsa.org/sicsa-safe-pets-apprenticeship](http://www.sicsa.org/sicsa-safe-pets-apprenticeship).

08:09:10 From jessie sullivan to Everyone:

**Jessie Sullivan, SICSA Pet Adoption Center**, [JSullivan@sicsa.org](mailto:JSullivan@sicsa.org)

08:09:38 From Alison Gibson to Everyone:

**Peter Wolf, Research and Policy Analyst for Best Friends**

Board member, National Feline Research Council

<https://www.felineresearch.org/>

08:12:37 From Mary (she/her) @ Maddie's Fund to Everyone:

Tremendously important resource for us! Major thanks to NFRC.

08:17:04 From Bobby Mann to Everyone:

<https://www.felineresearch.org/research-library>

08:18:44 From Kathy Duncan to Everyone:

Thanks @Peter, for including us!!!

08:20:57 From Kathy Duncan to Everyone:

I would have said horses…..

08:21:54 From Bobby Mann to Everyone:

Are there any orgs on this call that are still receiving pushback about TNR/SNR?

08:22:10 From Kathy Duncan to Everyone:

Yes!!

08:22:53 From Joy Smith to Everyone:

Yes, not in our county but in other counties we work in.

08:23:11 From Bobby Mann to Everyone:

**April’s presentation:** <https://forum.maddiesfund.org/communities/community-home/digestviewer/viewthread?GroupId=205&MessageKey=8f55c8c2-ecd1-4fee-bbab-bcface9aa916&CommunityKey=afce7f7a-fd5a-431e-9f2a-aaedc46a03d6&tab=digestviewer>

08:23:19 From Kathy Duncan to Everyone:

Because most of the research available on this is from the US, Canadians are skeptical of the info…..As if there are no cold states in the US

08:23:23 From Stacy LeBaron to Everyone:

September 12 is going to be **Online Return to Home Day at the Community Cats Podcast.** I know we are going to have some interesting conversations about how we can ensure that cats are being helped. It is $25- All of the info. Can be found at [www.communitycatspodcast.com](http://www.communitycatspodcast.com).

08:23:26 From Kimberly Jones to Everyone:

We so far TNRing for cat caretakers, but we are going to start to tiptoe into returning stray cats. Who is already doing that?

08:23:32 From Cailin Quinn to Everyone:

This is so helpful, Peter —thank you!

08:23:38 From Rebecca Marsh to Everyone:

Thank you so much Peter-essential for our website!

08:23:39 From Allison DuVal to Everyone:

Our rescue is trying to help Roswell, NM and the city council is saying the public is not welcoming of TNR.....we can’t get before the city council and admin people yet but our working on it!

08:23:41 From Stacy LeBaron to Everyone:

Thanks Peter

08:24:06 From Malinda Huggans to Everyone:

Pretty recent for us, we have support from our CAO, but we need to address funding.

08:24:16 From Joy Smith to Everyone:

Fabulous info, thanks Peter!

08:25:40 From Stacey Zeitlin to Everyone:

Will definitely be passing along the website to our team who is involved with our CCP efforts and the challenges they are addressing.

08:27:31 From Allison DuVal to Everyone:

Thank you for the info . This will be helpful to go before the city council, the animal control admin people who are hostile toward helping the cats. We have to start somewhere in Roswell to help the street cats. SO many lose their lives being euthanized because of lack of education!

08:30:04 From Peter Wolf to Everyone: **Impacts of outdoor cats on wildlife**

<https://www.felineresearch.org/post/issue-brief-wildlife-impacts-of-outdoor-cats>

08:30:28 From Alison Gibson to Everyone:

**Issue briefs** <https://www.felineresearch.org/blog/categories/issue-briefs>

08:31:04 From Stacy LeBaron to Everyone:

Fixfinder.org is the closest. Alley Cat Allies has the feline friends program.

08:32:45 From Peter Wolf to Everyone:

SO important, Stacy!

08:34:04 From Allison DuVal to Everyone

thank you Peter!!

08:34:12 From Peter Wolf to Everyone:

Thank you all!

08:34:13 From Stacy LeBaron to Everyone:

One of my best partnerships has been with the local Chamber of Commerce’s so don’e forget those folks too.

08:34:13 From Allison DuVal to Everyone:

thank you Stacy!

08:34:18 From Janie Mills to Everyone:

Thank you Peter!

08:34:21 From Kevin Jantsch to Everyone:

Awesome information Peter! Thanks

08:34:30 From Alison Gibson to Everyone:

**Heather Duncan, Growth team,**

Shelterluv <https://www.shelterluv.com/>

08:34:50 From Alison Gibson to Everyone:

**Sherrie Bethany, Cortney Menzer and Alexis Pugh, Memphis Animal Services’ Pet Resource Center**

<https://www.memphistn.gov/animal-services/>

08:34:56 From Peter Wolf to Everyone:

We need to consider ALL the “influencers” (a term I use advisedly) in our communities!

08:35:00 From Phil Zimmerman - City of Sacramento Front Street Animal Shelter to Everyone:

The more we can refer our elected officials to other national organizations help them understand that shelter leadership looks to data and information from other organizations

08:35:24 From Peter Wolf to Everyone:

What @Phil said!

08:35:47 From Monica Frenden to Everyone:

**Continue the cat conversation next Tuesday when Dr. Hurley and I will discuss what HOME means for cats!** <https://us02web.zoom.us/webinar/register/1016268976313/WN_QNvK30X_SA6Ci-hlaDn3QA?fbclid=IwAR3zHpBLklIRNttIVn9QgzJwBdDHqkJEhd8Ve839ybpk-QoYtwy9qF9ePAM>

08:35:59 From Peter Wolf to Everyone:

Yes, Monica!

08:36:10 From Kathy Duncan to Everyone:

@Monica - already signed up - can’t wait!!

08:37:04 From Peter Wolf to Everyone:

Sterilized soap opera actors!

08:37:05 From Cailin Quinn to Everyone:

That’s genius Alexis! Love it

08:37:12 From Kathy Duncan to Everyone:

Great analogy @Alexis!!

08:37:13 From Bobby Mann to Everyone:

LOVE THAT!!!

08:37:14 From Joy Smith to Everyone:

Alexia, I LOVE that!!!

08:39:47 From Alison Gibson to Everyone: **ShelterLuv Pet Assistance Request**

<https://www.shelterluv.com/form/community/MAS/25-pet-assistance-request>

08:39:52 From Jamie Case to Everyone:

This is amazing!

08:40:32 From Peter Wolf to Everyone:

Wait—color = “apricot”??? Is aubergine also an option?

08:41:12 From Peter Wolf to Everyone:

All the cool kids are doing QR codes!

08:41:26 From Peter Wolf to Everyone:

(Especially in our “non-contact” world.)

08:41:35 From Allison DuVal to Everyone:

wow! just wow!!

08:41:42 From Bobby Mann to Everyone:

Wow! This is so SWEET and won’t give you cavities!

08:41:43 From Augusta Farley Farley to Everyone:

I hear that Memphis has a bigger resource center than shelter now. This is truly the future of sheltering...get resources to people in the community to prevent intake and strengthen the bond.

08:43:23 From Kathy Duncan to Everyone:

That is great to hear @Sherrie - helpful for our team members who might be a bit resistant to change....

08:44:19 From Bobby Mann to Everyone:

Shoutout to Shelterluv for putting client privacy first!

08:44:31 From Amy Schindler to Everyone:

What is the benefit to a QR code vs a link to an application? Is there an option for other languages in the application?

08:47:55 From Josh Fiala to Everyone:

Do you have a copy of the Resource flyers you created?

08:48:34 From Bobby Mann to Everyone:

Amazing!

08:49:25 From Karen Ward to Everyone:

If a client fills out this form who has previously used one of your services will it link to that person file or create a new one?

08:51:02 From Kathy Duncan to Everyone:

I believe I have heard in past presentations that this particular functionality is available to use with shelters who use Chameleon as their main software application as well, is that correct?

08:51:45 From Bobby Mann to Everyone:

Amy, the QR code will provide a direct clickable link on the smart phone which can help if you have long urls. It can also provide you analytics of how often that specific QR code is being used. Other options would be to create a masking url like (making up this url) www.MAShelp.org to help make urls easier to remember

08:52:35 From Peter Wolf to Everyone:

QR codes also allow tracking—you get to see how well it’s working.

08:52:51 From Sarah Rueli to Everyone:

Hi Kathy! Yes, you can use Shelterluv’s Field & Community Services tracking even if you use a different software program.

08:53:02 From Josh Fiala to Everyone:

Thank you for sharing Alexis- Do you happen to have the word doc for easy editing?

08:53:05 From Stacy LeBaron to Everyone:

In terms of access to care- what % of the population does have a smart phone? What % has access to email? Anyone know where I could get those stats?

08:53:14 From Kathy Duncan to Everyone:

Great - Thanks @Sarah!!

08:53:41 From Peter Wolf to Everyone:

Good question, Stacy. I’m sure those numbers exist but I don’t know where.

08:54:30 From Kathy Duncan to Everyone:

Great info @Alexis, Cortney and Sherrie!!

08:54:31 From Jamie Case to Everyone:

@Stacy, April from Adopt A Pet gave some of that in a recent call. It was more than 80% of people with over 30k annual income had smart phones. That’s not exact but it was around those numbers.

08:54:37 From Peter Wolf to Everyone:

Excellent way to frame this: no longer a one-size-fits-all way of helping people and pets, but more of a tailored approach.

08:54:39 From Bobby Mann to Everyone:

April Huntsman talked about access to tech in her previous presentation and it was over 80% I believe.

08:54:49 From Augusta Farley Farley to Everyone:

Stacy, I work with a number of homeless people and find that most of them have access to smart phones, even if it is with a friend's. The bigger issue is when they lose them so sometimes the numbers change.

08:54:58 From Sarah Rueli to Everyone:

**You can sign up for a free trial and test out Community Services tracking here -** [**https://www.shelterluv.com/signup/**](https://www.shelterluv.com/signup/)

08:55:25 From Wei Ling to Everyone: **Percentage of US Adults Who Own a Smartphone**

@stacy <https://www.statista.com/statistics/219865/percentage-of-us-adults-who-own-a-smartphone/#:~:text=The%20percentage%20of%20U.S.%20adults,smartphone%2C%20as%20of%20February%202021>.

08:55:47 From Peter Wolf to Everyone:

Thank you, Wei!

08:56:21 From Mary (she/her) @ Maddie's Fund to Everyone: **Pew Research Fact Sheet – mobile users**

<https://www.pewresearch.org/internet/fact-sheet/mobile/>

08:56:41 From Peter Wolf to Everyone:

Thanks, Mary!

08:57:26 From Cailin Quinn to Everyone:

Rock on, Memphis! This is really inspiring, thank you for all you do

08:57:38 From **Heather @ Shelterluv** to Everyone:

If you’re interested in learning more, please reach out to me at [heather@shelterluv.com](mailto:heather@shelterluv.com)

:)

08:57:55 From Stacy LeBaron to Everyone:

Thank you all.. Our mobile clinic is seeing changes in the demographic of people using services since going basically online only for reservations. So we are wondering we are missing cats that are more at risk…

08:58:02 From Katie Anderson to Everyone:

Thank you so much for speaking about Shelterluv. This has been really helpful.

08:58:15 From Peter Wolf to Everyone:

Legitimate concern, Stacy!

08:58:33 From Stacy LeBaron to Everyone:

50% of the cats are now previously seen by a vet and lots of interest in microchipping. Very different stats than 2 years ago.

08:58:38 From Peter Wolf to Everyone:

(Always worried about the ones we DON’T see.)

08:58:56 From Peter Wolf to Everyone:

Those are VERY different demographics!

08:58:59 From Jamie Case to Everyone:

I want to be Alexis when I grow up!

08:59:41 From Heather @ Shelterluv to Everyone:

Thank you, Mary!!

08:59:47 From Peter Wolf to Everyone:

Where IS Memphis, anyway…?

------------------------end-----------------------