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

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

**This Meeting’s Recording:**

* This Meeting’s Recording on Maddie’s Pet Forum:

<https://maddies.fund/ShelterRescueSupportCall32122>

* Maddie’s Fund Box Link to Recording File:

https://maddiesfund.box.com/s/j5jvhuwgfuqgdspi7qrnzvqgayqtx7qd

**Monday Meeting Registration Link (for shelter staff and committed volunteers)**

* <https://maddies.fund/Register_ShelterRescueSupport>
* <https://us02web.zoom.us/meeting/register/tZUqc-6spj0jHtES3GWxrpaG6L3HcbMh_dCu>

**Friday Meeting Registration Page**

* <https://maddies.fund/Register_AWLeadershipRoundup>
* <https://us02web.zoom.us/meeting/register/tZEud-2orzMrHtLTuNo0GbrSNeCQlQkdWKAp>

**140 Attendees**

**— — —**

**Agenda**

* **Welcome – Bobby Mann**

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

# **Donell Randolph**, Human Animal Support Services Coordinator, Oakland

**Question of the day:** What keeps you coming back to work everyday?

* **National Updates:**

Maddie’s Fund Monthly Giveaways! Enter here for a chance to win CA$H in a random drawing: <https://www.maddiesfund.org/monday-community-conversations-mar22-giveaway.htm>

Open to all who are watching live or on-demand! Be sure to enter each week you attend!

Best Friends Town Hall - *Transparency*: <https://bestfriends-org.zoom.us/webinar/register/6416469231056/WN_QuGhMuc0RMeka2un8JId_A>

Best Friends Webinar - *Leading Through Change*: <https://bestfriends-org.zoom.us/webinar/register/WN_JKvvEGbsQDSt7mqmaK-gqQ>

Best Friends Shelter & Rescue Industry Survey: <https://app.smartsheet.com/b/form/8102796970f247a1b9b314d5e2b9773d>

Post-Adoption Behavior Follow-Up with the *HASS Behavior Job-Alike* group on Thursday March 31st at 9 am PT/noon ET. <https://us02web.zoom.us/meeting/register/tZYrf-ytrzwqH9KGvJ5S3iuOCSFGLEFM5cJK>

Speakers: Aimee Sadler, Camille Circe-Perrault, Tiff Shao, Allie Mayer, Kait Hembree

*Big Dog Master Class* – free on March 29 and 30 10am PT to 5pm PT:

<https://maddiesfund-org.zoom.us/webinar/register/WN_uydm2Ka_RSye_dVgVJg4Bw>

Full description with sessions and speakers <https://maddiesmillionpetchallenge.org/big-dog-master-class/>

New HASS Resource *Integrating Veterinary Social Work Into Animal Shelters:* <https://www.humananimalsupportservices.org/toolkit/integrating-veterinary-social-work-into-animal-shelters/>

Ooopsie Litters: SICSA has an Oops Program! <https://www.sicsa.org/oops-program/>

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Ariel Zhang, Chief Strategy Officer, The Animal Foundation: <https://animalfoundation.com/>

The growing complexity of animal welfare is becoming more challenging to navigate as we face external factors such as staffing shortages, changing regulations, and shifting community needs. Although we can’t predict the future, leaders are tasked to invest their limited resources in building programs and strategies with the highest impact and longevity. While animal welfare moves to a community support model, leaders must ensure their organizations give everyone a seat at the table. Join this session to get a practical guide to mapping foresight and inclusive strategic planning.

[azhang@animalfoundation.com](mailto:azhang@animalfoundation.com)

            

**CHAT SESSION**

11:00:49 From Amber Freiwald, Maddie's to Everyone:

This meeting is being recorded. Find past recordings and links from the chat within 24 hours on Maddie’s Pet Forum: <https://forum.maddiesfund.org/communityconversations>.

11:01:02 From Amber Freiwald, Maddie's to Everyone:

Donell Randolph, Human Animal Support Services Coordinator, Oakland

11:01:15 From Alison Gibson (she/her) to Everyone:

the collaboration

11:01:29 From Peter Wolf to Everyone:

Midwestern work ethic (mixed blessing).

11:01:30 From Amber Freiwald, Maddie's to Everyone:

question of the day: What keeps you coming back to work everyday?

11:01:31 From Mary Flores to Everyone:

The dogs keep me coming back!

11:01:35 From Kristin Judd to Everyone:

There is always hope in tomorrow

11:02:05 From Kelly Clardy to Everyone:

LOVE that Kristin!!!!

11:02:08 From Tracy Brad to Everyone:

Knowing that our work saves lives and provides support for those who are courageous enough to ask for it.

11:02:09 From Cory Ferguson to Everyone:

Being able to know that I am back helping people and animals. There is nothing more gratifying.

11:02:12 From Becky Costner to Everyone:

All those that need us to be the voice and resource for them, human and four legged.

11:02:20 From lexie Dorn to Everyone:

Lives depending on it/ lots of possibility to do new things

11:02:47 From Amber Freiwald, Maddie's to Everyone:

question of the day: What keeps you coming back to work everyday?

11:02:48 From Sharon Fletcher to Everyone:

I approach each day as a new day.

11:03:03 From Kathleen Leary to Everyone:

When you favorite long term pet finally gets out, makes all those bad days worth it.

11:03:07 From Tracy Brad to Everyone:

(My org provides foster boarding for families in crisis. I met with a new client yesterday and we were both near tears as I took their cat for two months of foster boarding so that they could go to job interviews and find pet-friendly housing).

11:03:12 From Amber Freiwald, Maddie's to Everyone:

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11:03:41 From Sharon Fletcher to Everyone:

Tracy that is wonderful.

11:04:56 From Amber Freiwald, Maddie's to Everyone:

question of the day: What keeps you coming back to work everyday?

11:06:24 From Peter Wolf to Everyone:

Yep. Feels like we ALL have one foot on a banana peel!

11:06:26 From Sharon Fletcher to Everyone:

Thank you Tracy

11:06:38 From Sharon Fletcher to Everyone:

Yes, Peter.

11:06:48 From Tracy Brad to Everyone:

www.becksplace.org

11:06:48 From Irene Chansawang to Everyone:

Thank you for all you do, Tracy!

11:06:59 From Peter Wolf to Everyone:

Cats love their sports cars!

11:08:56 From Sharon Fletcher to Everyone:

That is so awesome Donell!!

11:08:57 From Tracy Brad to Everyone:

Awesome, Donell!

11:10:44 From Amber Eby @ Maddie's Fund (she/her) to Everyone:

Maddie’s Fund Monthly Giveaways! Enter here for a chance to win CA$H in a random drawing:

<https://www.maddiesfund.org/monday-community-conversations-mar22-giveaway.htm>

Open to all who are watching live or on-demand! Be sure to enter each week you attend!

11:10:53 From Amber Freiwald, Maddie's to Everyone:

Hi everyone! if you’re new to this call let us know who you are and where you’re from 🙂

11:11:17 From Erin McGrath to Everyone:

Hey! I'm with Friends of Strays, the oldest no-kill shelter in St Petersburg Fl!

11:11:37 From Nora Paech to Everyone:

Hi all, Nora Paech here with Snake River Animal Shelter, Idaho Falls, ID.

11:11:48 From Amber Freiwald, Maddie's to Everyone:

Best Friends National Conference

When: July 7-9, 2022

Where: Raleigh, NC

11:11:48 From Elsa Paterson to Everyone:

Hi Everyone! I am Elsa with The Dave & Cheryl Duffield Foundation. 🙂

11:12:18 From Bethany Heins to Everyone: Best Friends Town Hall - Transparency: <https://bestfriends-org.zoom.us/webinar/register/6416469231056/WN_QuGhMuc0RMeka2un8JId_A> Best Friends Webinar - Leading through change: <https://bestfriends-org.zoom.us/webinar/register/WN_JKvvEGbsQDSt7mqmaK-gqQ> Best Friends Shelter & Rescue Industry Survey: <https://app.smartsheet.com/b/form/8102796970f247a1b9b314d5e2b9773d>

11:12:35 From sheila segurson to Everyone: Post-Adoption Behavior Follow-Up with the HASS Behavior Job-Alike group on Thursday March 31st at 9 am PT/noon ET. <https://us02web.zoom.us/meeting/register/tZYrf-ytrzwqH9KGvJ5S3iuOCSFGLEFM5cJK>

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11:12:48 From Amber Freiwald, Maddie's to Everyone: Big Dog Master Class – free on March 29 and 30 10am PT to 5pm PT: <https://maddiesfund-org.zoom.us/webinar/register/WN_uydm2Ka_RSye_dVgVJg4Bw>

Full description with sessions and speakers

<https://maddiesmillionpetchallenge.org/big-dog-master-class/>

11:13:16 From Sharon Fletcher to Everyone:

Welcome Nora!!

11:14:03 From Amber Freiwald, Maddie's to Everyone:

Hi Erin! Welcome

11:15:07 From Eliza Torres to Everyone:

Hi Everyone, a couple of weeks ago we released a new resource "Integrating Veterinary Social Work Into Animal Shelters". Here is a link if you missed it! <https://www.humananimalsupportservices.org/toolkit/integrating-veterinary-social-work-into-animal-shelters/>

11:16:08 From Amber Freiwald, Maddie's to Everyone:

Ariel Zhang, Chief Strategy Officer,

The Animal Foundation: <https://animalfoundation.com/>

11:21:31 From Amber Freiwald, Maddie's to Everyone:

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11:22:07 From Peter Wolf to Everyone:

Never heard of it

11:22:13 From Kate McHugh-Westfall to Everyone:

All resources available within 15 minutes of all homes?

11:22:14 From Becky Costner to Everyone:

no

11:22:16 From sheila segurson to Everyone:

no

11:22:16 From Mary Flores to Everyone:

No

11:22:17 From jessie sullivan to Everyone:

I've not heard of it either.

11:22:17 From Laney Nee to Everyone:

never heard of it

11:22:17 From Caitlin Quinn to Everyone:

Not familiar

11:22:18 From Amber Freiwald, Maddie's to Everyone:

nope! tell me

11:22:19 From lexie Dorn to Everyone:

No

11:22:20 From Cory Ferguson to Everyone:

No

11:22:21 From Sarah Ocampo-Schlesinger to Everyone:

I've never heard of it either

11:22:23 From Donell Randolph to Everyone:

no

11:22:23 From Donna Casamento to Everyone:

No

11:22:24 From Kelly Clardy to Everyone:

Never heard of it either

11:22:26 From Brett Kruger to Everyone:

have not heard of it

11:22:27 From Allison DuVal to Everyone:

unfamiliar

11:22:33 From Sharon Fletcher to Everyone:

hear of it, but not recalling what it is

11:22:53 From Sharon Fletcher to Everyone:

Interesting

11:23:02 From Staycee Dains to Everyone:

I had to google it <https://en.wikipedia.org/wiki/15-minute_city>

11:23:53 From Peter Wolf to Everyone:

All my community cat feeding sites are within 10 minutes of home—that’s gotta count, right?

11:24:38 From Bobby Mann to Everyone:

Way to provide next level service to your kitties, Peter!

11:25:45 From Peter Wolf to Everyone:

Seems like QR codes were nearly dead until COVID came along.

11:27:47 From Amber Eby @ Maddie's Fund (she/her) to Everyone:

If you just joined, don’t forget to enter for a chance to win money from Maddie’s Fund! Fill in the contest entry form here: <https://www.maddiesfund.org/monday-community-conversations-mar22-giveaway.htm>

Open to all who are watching live or on-demand! Be sure to enter each week you attend!

11:28:12 From Anne George to Everyone:

STEEP is an outstanding example of “thinking out of the box” which leads to innovation. Kudos to you Ariel. Thank you!

11:28:54 From Albert Yau to Everyone:

Economic Drivers - inability to care for pets/ or afford spay/neuters

11:31:33 From Peter Wolf to Everyone:

“Oopsie litters”

11:32:03 From Albert Yau to Everyone:

lol, and surprise boyfriends (for intake requests)

11:32:53 From Peter Wolf to Everyone:

I was just going to say—this looks very much like what I used to teach in a design thinking grad course!

11:33:39 From Peter Wolf to Everyone:

I see a bingo card in the making… “oopsie litters,” “surprise boyfriends,” etc.

11:33:45 From Albert Yau to Everyone:

Personas is a great concept to use

11:35:42 From Amber Freiwald, Maddie's to Everyone:

@peter yes! lol

11:36:08 From Bobby Mann to Everyone:

YESS!!!!!!!

11:36:11 From Caitlin Quinn to Everyone:

These personas would be super helpful for how you end up marketing or communicating programs too, love this

11:36:19 From Carley Faughn, BFAS to Everyone:

Loving this

11:36:30 From Sharon Fletcher to Everyone:

Yes!

11:36:34 From Kate McHugh-Westfall to Everyone:

Love this example of looking at persona vs community!!

11:37:14 From Peter Wolf to Everyone:

LITERALLY meeting people where they are.

11:38:16 From Sharon Fletcher to Everyone:

Connecting to the human services too with pet food so they only have to go one place, to two.

11:39:41 From Parker May, Atlanta Humane to Everyone:

Love the idea of using personas for marketing in animal welfare!

11:40:08 From Cory Ferguson to Everyone:

This is tremendous from a marketing perspective! Extremely helpful to move an organization and community forward.

11:41:17 From Albert Yau to Everyone:

I want that t-shirt Peter!!!

11:41:20 From Sharon Fletcher to Everyone:

I will wear it Peter

11:41:26 From Kathleen Lehman to Everyone:

same!

11:41:31 From jessie sullivan to Everyone:

SICSA has an Oops Program! <https://www.sicsa.org/oops-program/>

11:41:31 From Sharon Fletcher to Everyone:

YES!!

11:41:38 From Caitlin Quinn to Everyone:

Yesss totally Peter

11:42:52 From Sharon Fletcher to Everyone:

Yes, people get excited about tools before underling the people/audience/personas

11:43:03 From Sharon Fletcher to Everyone:

“understanding”

11:43:50 From Caitlin Quinn to Everyone:

Yes totally agree Bobby, phone tech changing made a huge difference

11:44:15 From Peter Wolf to Everyone:

Plus, they seemed kind of gimmicky (at least to people of a certain age)—before they became a public health benefit.

11:46:20 From jessie sullivan to Everyone:

The last couple of years we've really started to expand our Help Center and access to veterinary care services - and from that expansion, we've realized how frequently transportation is an issue for our clients.

11:48:58 From Caitlin Quinn to Everyone:

Ariela, I think what you’ve described so well with your persona of Abuela and college students is being able to segment thoughtfully without incidentally falling into stereotyping or generalizations about community groups. So helpful

11:49:25 From Sharon Fletcher to Everyone:

Exactly, Jessie.

11:49:27 From Amber Freiwald, Maddie's to Everyone:

Oops! Program

This program is for dogs who have had an accidental litter of puppies. We will accept the puppies, 4 months and under, into our adoption program with no intake fee, as long as you agree to spay the mother dog at SICSA. We offer low-middle income spay & neuter programs with competitive pricing.

11:49:46 From Ariel Zhang to Everyone:

Thanks Caitlin! I'm glad you found the session to be valuable

11:51:43 From Amber Freiwald, Maddie's to Everyone:

Thanks so much for keeping us all working on modeling inclusivity and thoughtfulness @bobby!

11:51:43 From Peter Wolf to Everyone:

Such an important point, Caitlin—threading the needle!

11:51:43 From Deborah Holzer to Everyone:

I'm deeply involved with mental health. I don't think it was offensive :)

11:51:58 From Bobby Mann to Everyone:

Thank you all <3

11:52:06 From Ariel Zhang to Everyone:

azhang@animalfoundation.com

11:52:22 From Caitlin Quinn to Everyone:

Such a wonderful point about seats at the table for those segmentation exercises

11:52:26 From Amber Eby @ Maddie's Fund (she/her) to Everyone:

Remember to enter for a chance to win money from Maddie’s Fund! Complete the entry form here: <https://www.maddiesfund.org/monday-community-conversations-mar22-giveaway.htm>

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11:52:44 From Ann Valentine to Everyone:

Thanks, everyone.

11:53:07 From Caitlin Quinn to Everyone:

Thank you all, such a wonderful meeting!

11:53:10 From Kevin Jantsch to Everyone:

thanks!

11:53:14 From Tracy Brad to Everyone:

Thank you!

11:53:15 From Sharon Fletcher to Everyone:

Thank you

11:53:15 From Amber Freiwald, Maddie's to Everyone:

Thank you all!