

A man with dark skin and curly hair, wearing a dark blue hoodie, dark blue pants, and black rubber boots, is walking away from the camera on a dirt road. He is holding a red leash attached to a small, fluffy dog with white and tan fur. The background is a blurred rural landscape with green trees and a fence.

# The Rural Road:

## Lifesaving's Longest Mile

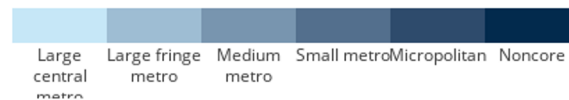
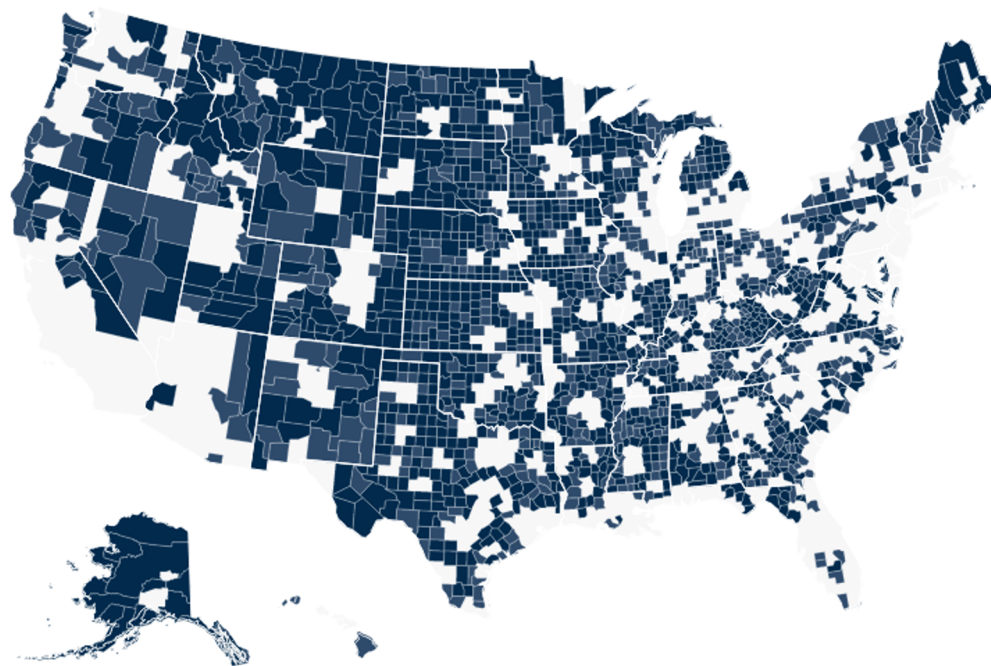
Cole Wakefield, MS  
Executive Director  
Good Shepherd Humane Society

Photo:  
[petsandpeoplephotos.org](https://petsandpeoplephotos.org)

# WHAT IS RURAL?







24%  
BIPOC

# RURAL.

90% of United  
States  
Landmass

20% of the US  
Population  
Lives in Rural  
Areas

Source: US Census



# **Animal Welfare Challenges**





Poverty Rates:

15.4% Rural

11.9% Urban

Rural African  
American Poverty  
Rate:  
30.7%

# POVERTY

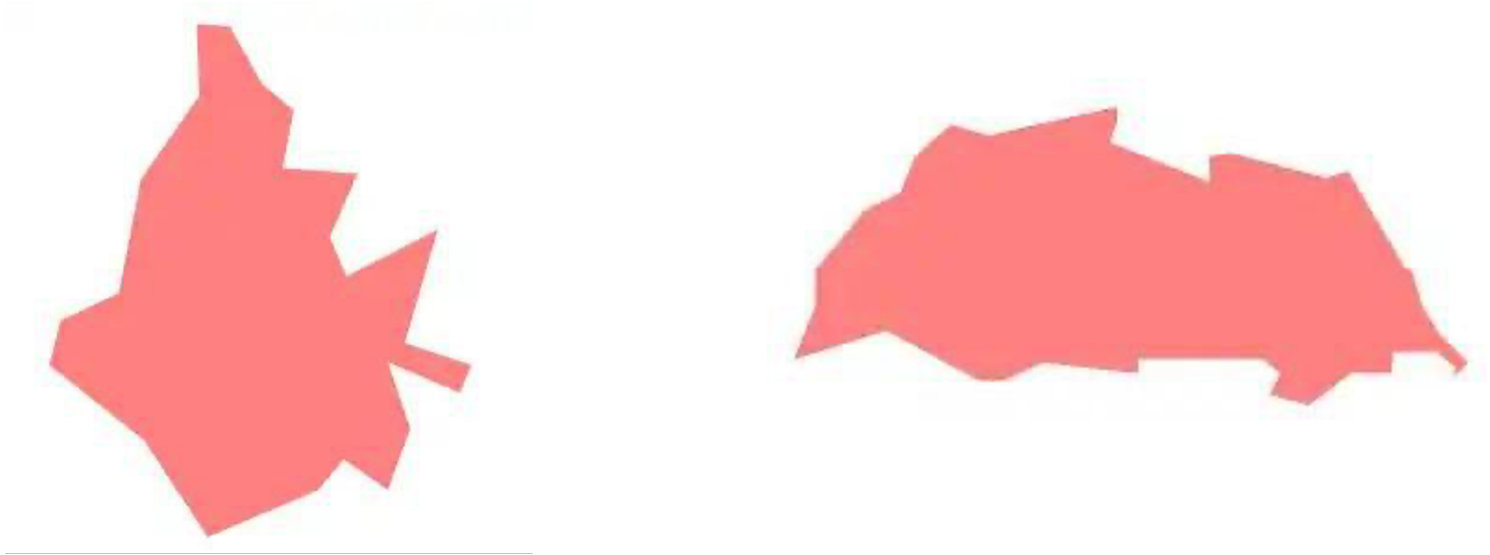
Southern Rural  
Poverty Rate:  
19.7%

Source: USDA Economic Research

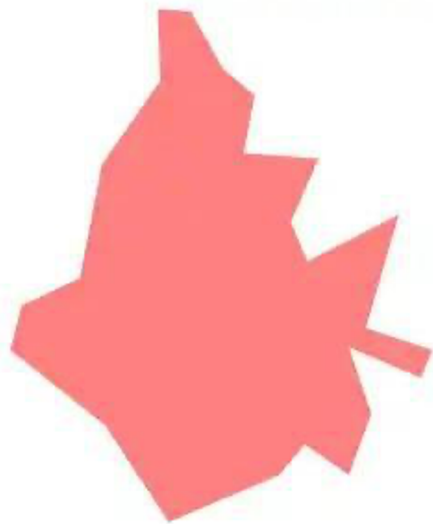


# Resource Deserts

## Urban v. Rural

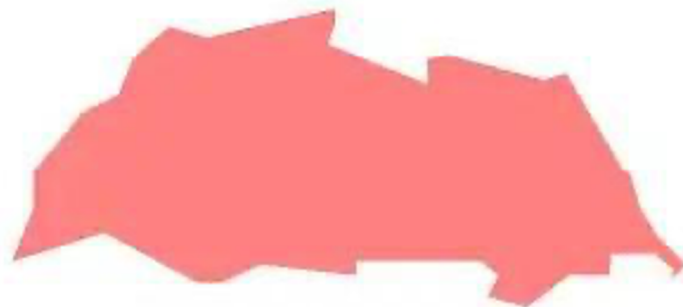


Urban



Mojave

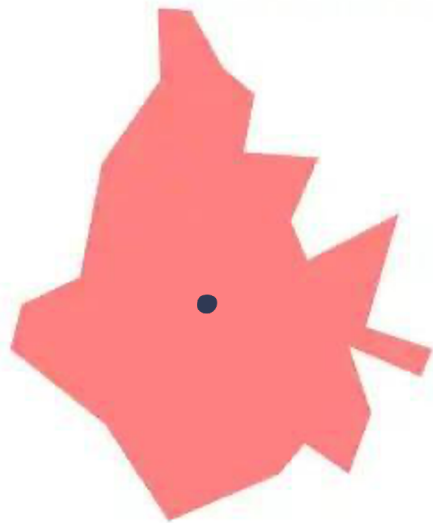
Rural



Sahara

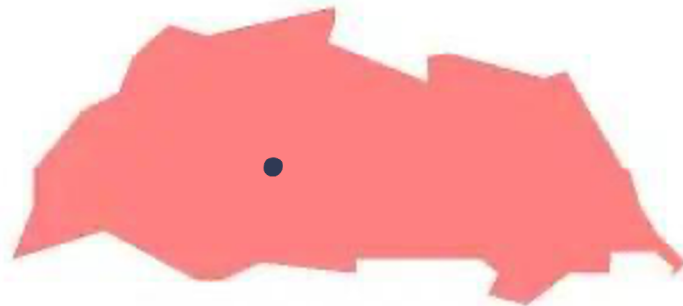


Urban



Mojave

Rural



Sahara

Urban



Mojave

Rural



Sahara



Urban



Mojave

Rural



Sahara

Rural

Urban

Urban



Mojave

Rural



Sahara

Arkansas  
709 mi<sup>2</sup>

Wyoming  
4,253 mi<sup>2</sup>

Texas  
1,057 mi<sup>2</sup>

Montana  
2,626 mi<sup>2</sup>

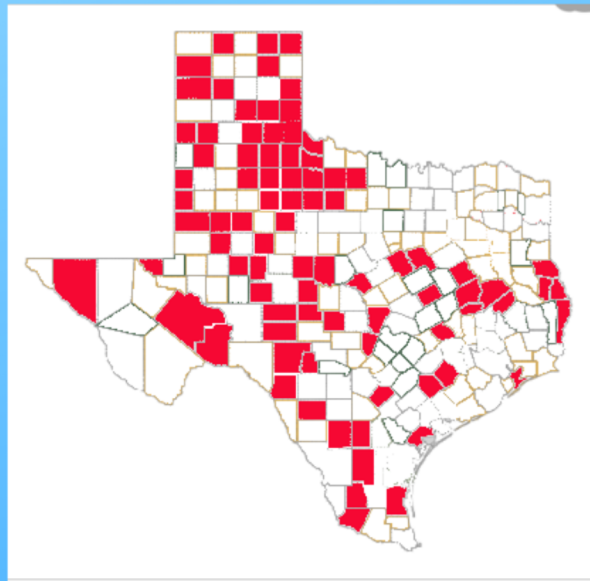
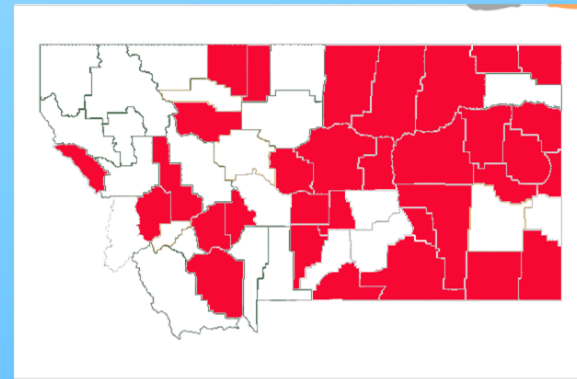
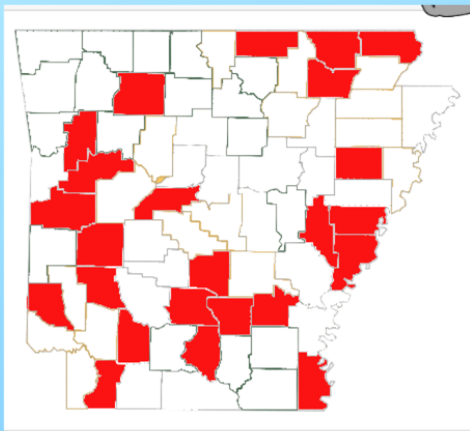
Louisiana  
818 mi<sup>2</sup>

## AVERAGE COUNTY SIZE

Delaware (The Entire State)  
1,955 mi<sup>2</sup>



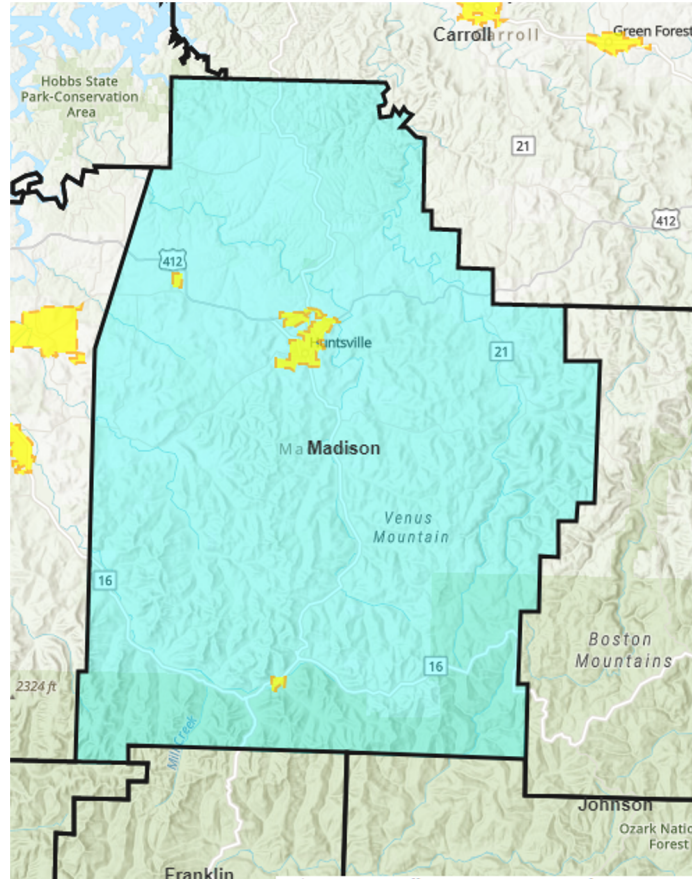


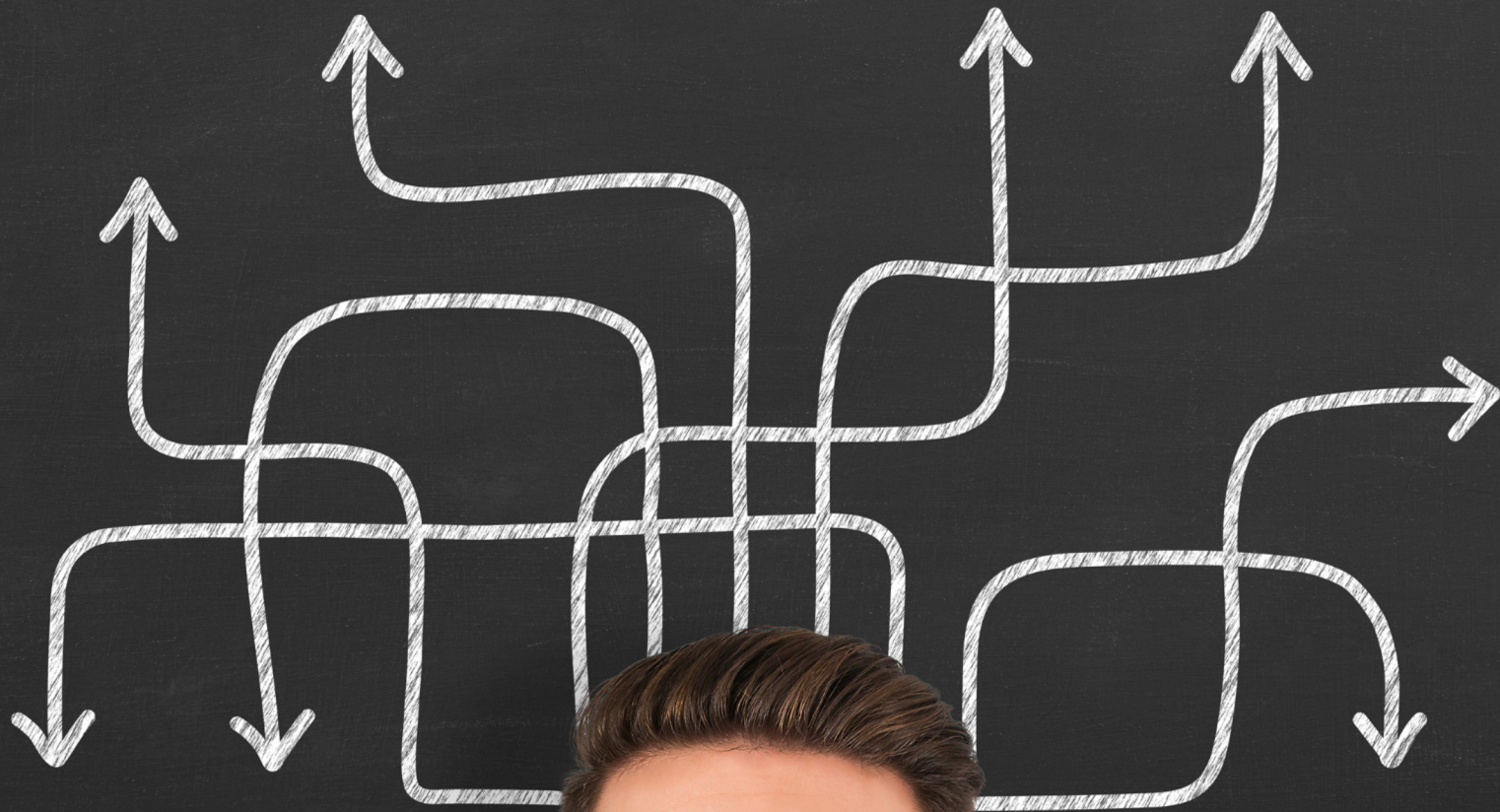


Source: BFAS Data Dashboard

837 mi<sup>2</sup>

5.4 mi<sup>2</sup> covered  
by a part-time  
ACO





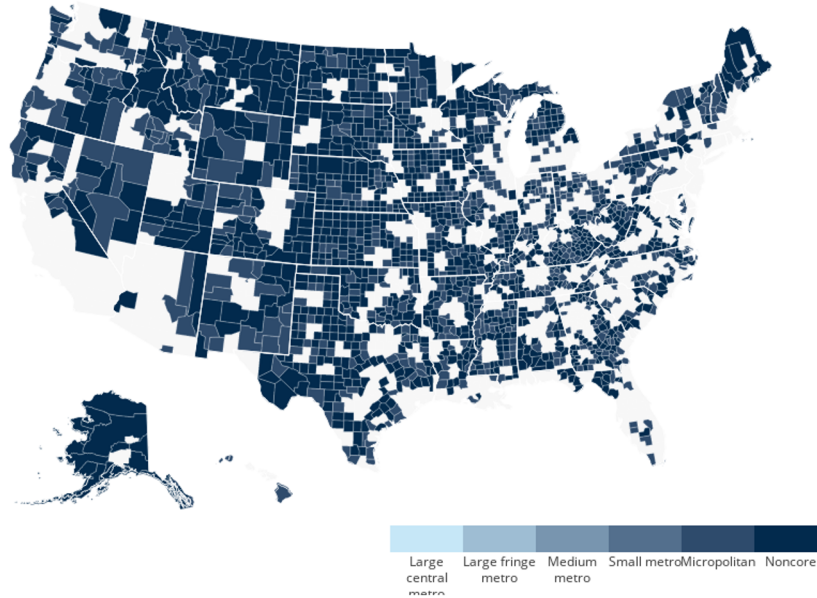


Engage your  
community...

...adopt to  
them.



# What Can We Do?





# What Can We Do?





# Thank you!!

[colew@goodshepherd-hs.org](mailto:colew@goodshepherd-hs.org)