



# Animal Welfare Leadership Roundup Friday, June 10, 2022

## Past Recordings on Maddie's Pet Forum

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

## This Meeting's Recording on Maddie's Pet Forum

<https://maddies.fund/awleadershiproundup61022>

## Friday meeting registration page

[https://maddies.fund/Register\\_AWLeadershipRoundup](https://maddies.fund/Register_AWLeadershipRoundup)

<https://us02web.zoom.us/meeting/register/tZEud-2orzMrHtLTuNo0GbrSNeCQIQkdWKAp>

## Monday meeting registration link (for shelter staff and committed volunteers)

[https://maddies.fund/Register\\_ShelterRescueSupport](https://maddies.fund/Register_ShelterRescueSupport)

[https://us02web.zoom.us/meeting/register/tZUqc-6spj0jHtES3GWxrpaG6L3HcbMh\\_dCu](https://us02web.zoom.us/meeting/register/tZUqc-6spj0jHtES3GWxrpaG6L3HcbMh_dCu)

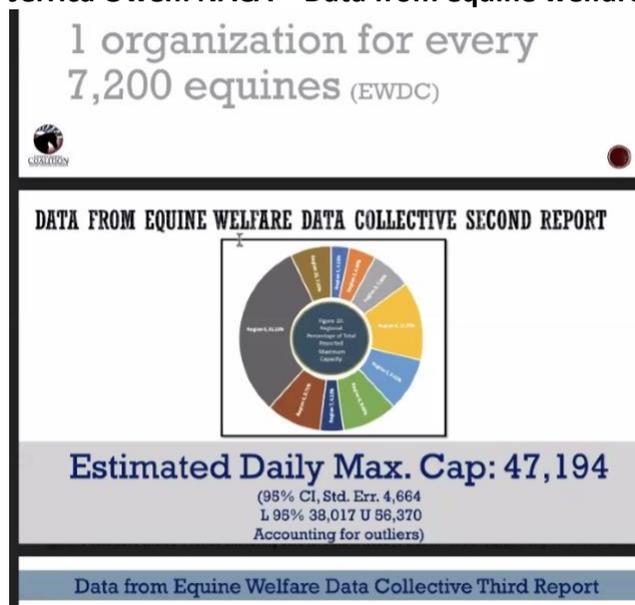
**240 Attendees**

## Agenda

### The current state of animal shelters in America (continued discussion from 6/3/22)

- Brent Toellner: 2021 Best Friends dataset, which shows a setback in lifesaving
- Jessica Arnold: Petfinder data on currently available pets
- **Host:** Kristen Hassen, Director, American Pets Alive!  
*We want people to adopt, foster, help get lost pets home without taking them to the shelter*

Jerrica Owen: NACA – Data from equine welfare collective [United Horse Coalition](#)





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- **National Updates/related links:**
  - **Maddie's Fund Monthly Giveaways:**  
Enter for a chance to win money from Maddie's Fund! Fill in the contest entry form here: <https://www.maddiesfund.org/friday-community-conversations-jun22-giveaway.htm>
  - **Sharon Fletcher** announced that Maddie's Fund media specialist Alison Gibson will receive an award from the Emmy's for lifetime achievement. Maddie's Fund honored her with an [ad in the Emmy Gala program](#).
  - **Best Friends Conference** July 7-9 in Raleigh, NC  
<https://bestfriends.org/events/best-friends-national-conference>
  - **University of British Columbia survey: Owner surrender data collection by shelter staff** [https://ubc.ca1.qualtrics.com/jfe/form/SV\\_9yvyF8YLApubMW](https://ubc.ca1.qualtrics.com/jfe/form/SV_9yvyF8YLApubMW)
  - **Kasey Spain: KC Pet Project attributes owner surrenders to lack of viable housing, veterinary care** <https://www.kshb.com/news/local-news/kc-pet-project-attributes-owner-surrenders-to-lack-of-viable-housing-veterinary-care>
  - **Stacey Dains shared a clip from Sesame Street:** Grover trying to rescue animals, like the wildlife rehabbers were doing (start at 2:58)  
<https://www.youtube.com/watch?v=rqz7nFiyAw8>
  - **AmPA transports from Texas:** contact [clare.callison@americanpetsalive.org](mailto:clare.callison@americanpetsalive.org) if you are looking for variety!
  - **Bob Tubbs** (Animal Friends of Williamsburg: Example of positive news coverage and possible new projects <https://www.facebook.com/groups/667574987790717>
  - **Burnout and mental wellness:** Dr. Jyothi Robertson, through the Journey You Own, is hosting free online meditation gatherings to create a supportive space to explore grounding practices. Next session: June 30th 5pm PST - focus on loving-kindness practice. Everyone is welcome. The link to register is: <https://us06web.zoom.us/meeting/register/tZ0qf-qvqjovGtYhW5kQNH7MfQL2tAr5yBV->
  - **Paige McGowan shared** Ideas developed by Mandy Evans, including using Home To Home for fostering and adopting out animals:  
<https://docs.google.com/document/d/1SPZNLkkGIUFLZqlaCGvPKaJwTpg30PrKqPP3gXf2xQE/edit>



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**Contacts:** Paige McGowan, [paige@btanimalalliance.org](mailto:paige@btanimalalliance.org) or Mandy Evans, [mandy@btanimalalliance.org](mailto:mandy@btanimalalliance.org)

- **Maria Saucedo shared The reach of leading social media sites used by teenagers and young adults in the US**  
<https://www.statista.com/statistics/199242/social-media-and-networking-sites-used-by-us-teenagers/>

And

**The social platform each generation uses the most**

<https://www.businessinsider.com/top-social-media-platform-by-age-group-2018-8?op=1>

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### **Session 1: The current state of animal shelters in America**

Continuing the conversation about what to do. The specific things to discuss include:

1. Next steps for this [draft news release](#) and corresponding notes, prepared after our meeting last week
2. Consideration of a large, national event to get pets out of shelters and what it would take
3. Formal recommendations to shelters regarding removing barriers to outcomes
4. A collective action of some other kind or to inspire some other kind of action. Eg. A collective ask to the nation to help get friendly, healthy lost and loose pets home without taking them to the shelter

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**Session 2:** A collective ask to the nation to help get friendly, healthy lost and loose pets home without taking them to the shelter: How can we use a collective voice to share this important messaging?

**Brent Toellner**, Senior Director of National Programs

<https://bestfriends.org/about/leadership/brent-toellner>

**Interactive map: Help our shelters achieve no-kill by 2025**

<https://www.bestfriends.org/2025>

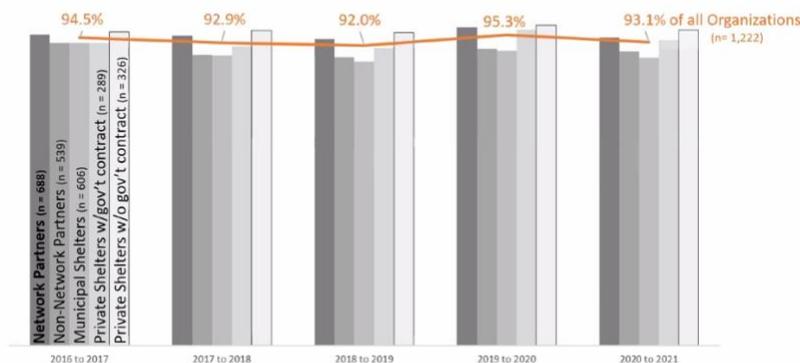
**2021 Best Friends dataset**, which shows a setback in lifesaving.

[https://support.bestfriends.org/site/R?i=j8BmfDCF9DTxxdVrnbMMGWcbg3qod7\\_0\\_J5oUWtvQoA5LdxG8toyaA](https://support.bestfriends.org/site/R?i=j8BmfDCF9DTxxdVrnbMMGWcbg3qod7_0_J5oUWtvQoA5LdxG8toyaA)



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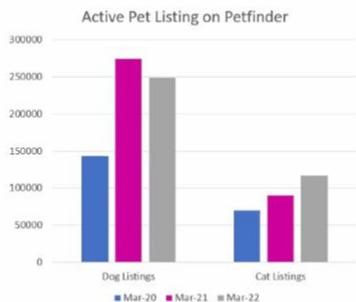
## MORE THAN 90% OF SHELTERS SUSTAIN NO-KILL YOY



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**Session 3:** [Jessica Arnold](#), Marketing Manager, Petfinder Member/Shelter Partner Engagement at Nestlé Purina North America presents current data on their listings

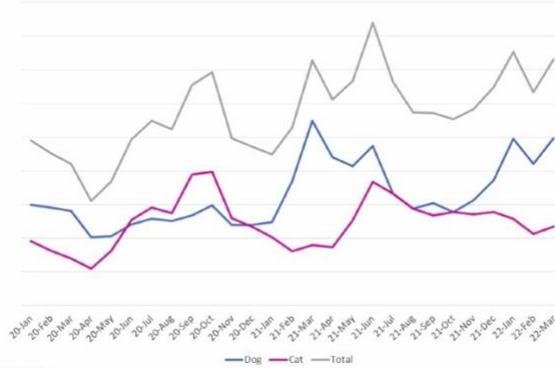
## Pet Listings YOY March 2020/2021/2022





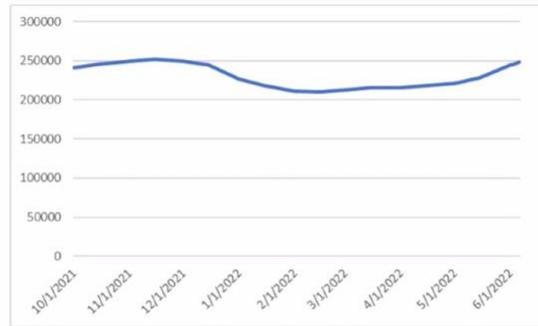
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## Pets Posted for Adoption Monthly 2020-2022



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## Seven-Day Average of Pets Posted On Petfinder



pf PETFINDER DIGITAL PRODUCT

petfinder **ADOPT TO SAVE A LIFE**  
FIND A PET

## Adoptable Pet Postings By State April 2022

### Dog

- Texas (40k)
- California (19k)
- Florida (8k)
- New York (5.5k)
- Colorado (5k)
- Washington (5k)
- Georgia (5k)

### Cat

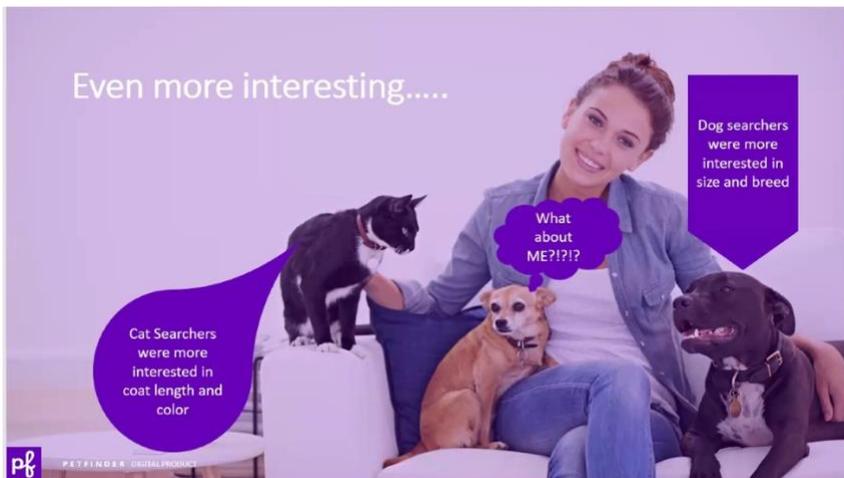
- Texas (13k)
- California (8k)
- Florida (7k)
- New York (5k)
- Kentucky (4k)
- Arizona (3.5k)
- Pennsylvania (3k)

pf PETFINDER DIGITAL PRODUCT

petfinder  
**ADOPT TO SAVE A LIFE**  
FIND A PET



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### What color pets are dog and cat seekers searching for the most?

Black is the most preferred color for both groups – after that results vary greatly depending on pet type

Dog	Searches	% Total
black	73,001	18%
white / cream	47,480	12%
apricot / beige	33,779	8%
gray / blue / silver	30,106	7%
brown / chocolate	29,813	7%
brindle	25,526	7%
yellow / tan / blond / fawn	25,534	6%
bicolor	24,521	6%
golden	24,769	6%
tricolor (brown, black, & white)	21,369	5%

Cat	Searches	% Total
black	115,735	13%
orange / red	77,428	8%
orange & white	76,483	7%
gray / blue / silver	60,636	6%
tabby (orange / red)	53,580	5%
white	52,447	5%
black & white / tuxedo	52,274	5%
calico	45,825	5%
gray & white	45,707	5%
buff & white	34,575	3%

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**CHAT:**

07:52:06 From Nikki Smith to Everyone:  
good morning

07:58:00 From Emily Klehm to Everyone:  
Thanks!

07:58:48 From Dylan Moore to Everyone:  
At my sons school its called **FriYay!**

07:59:44 From Amber Freiwald, Maddie's to Everyone:  
@dylan we should have an accompanying Friyay song and dance

07:59:50 From Sarah AGUILAR to Everyone:  
It's like a wet Arizona



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07:59:52 From Lynne Stott to Everyone:  
110 in Tucson

08:00:17 From Rhiannon Davies to Everyone:  
116 in Phoenix, with a heat advisory until Sat night! 🤔

08:00:32 From Alison Gibson (she/her) to Everyone:  
Past Recordings on Maddie's Pet Forum

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

This Meeting's Recording

Recording on Maddie's Pet Forum later today:

<https://maddies.fund/awleadershiproundup61022>

08:01:03 From Jamie Case to Everyone:  
GOOD MORNING!

08:01:43 From Sharon Fletcher to Everyone:  
Kristen, can I make an announcement?

08:02:21 From M S to Everyone:  
Good morning! Anybody else start off their day by cleaning up dog poo?

08:02:35 From Verena Schleich to Everyone:  
Every day

08:02:55 From Alison Gibson (she/her) to Everyone:  
M S - kitten poo!

08:03:11 From Tracy Brad to Everyone:  
Cat hairball and baby spit up here! Thus no camera!

08:03:26 From Jerrica Owen to Everyone:  
<https://unitedhorsecoalition.org/ewdc/>

08:03:43 From Steve Marrero-Director (Liberty County Animal Services) to Everyone:  
Good Morning from Liberty County Animal Services in Hinesville, Ga

08:03:46 From Allison DuVal to Everyone:  
Morning. thanks for the link!...was just going to ask. 😊

08:03:55 From Amber Freiwald, Maddie's to Everyone:



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can you imagine!!??

08:04:08 From Jamie Case to Everyone:

I think I remember Europe doing the same thing... kennel count

08:04:20 From Susan Ellis to Everyone:

Mind-blowing concept.

08:04:50 From Allison DuVal to Everyone:

Yes1

08:04:55 From Kathy Duncan to Everyone:

@M S - YESSS!!! We have a "Friday Coffee Chat" with our entire team at Humane Canada. Today we all "went walking" together and chatted over the phone. I took my older dog walking with me....his nickname is "Sir Poops Alot"!!!

08:05:02 From Susan Ellis to Everyone:

Yes!

08:05:02 From Eri Cronkhite to Everyone:

Yes!

08:05:05 From Jan Steele to Everyone:

Yes!!

08:05:05 From Mary Flores to Everyone:

Yes!!

08:05:06 From Lauralei Combs to Everyone:

Yes!

08:05:08 From Julie Holmes-Taylor - Greene County Ohio to Everyone:

Yes

08:05:09 From kate hill to Everyone:

YESSSS

08:05:13 From Audrey Lodato to Everyone:

Yes - what a cool idea.

08:05:19 From Tracy McQuarrie to Everyone:

Yes

08:05:25 From Stacy LeBaron to Everyone:



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Interesting

08:05:38 From Kathy Duncan to Everyone:

Yes, that sounds as though it would be really interesting @Kristen!

08:05:40 From Dylan Moore to Everyone:

Its a great idea, but for us kennel count is actually kind of fluid.

08:05:42 From kathryn Hansen to Everyone:

People may be surprised by how little kennel space there is across the nation

08:05:42 From Robert Gruhl to Everyone:

Agree they could provide value

08:05:57 From Stephanie Filer, SAC to Everyone:

Shelter Animal Counts loves this and looks forward to being a part of next conversations!

08:05:58 From Dylan Moore to Everyone:

We had around of panleuk hit us yesterday and we managed to pull out 20 more kennels in our shelter

08:06:20 From Karin Baker to Everyone:

only thought is that dogs and cats come and go much faster than horses

08:06:25 From Maria Saucedo to Everyone:

I'm definitely curious. It's a different type of resource though. Horse stalls aren't constantly coming and going like dog/cat spaces

08:06:30 From Eri Cronkhite to Everyone:

Love the idea. I'm a numbers person. Could start getting numbers in local areas.

08:06:38 From Judy Calhoun to Everyone:

Kennel capacity is also complex because of age, size and type of animal. For example, we can put a litter of puppies or kittens in the same size space as an adult.

08:06:48 From Cynda Crawford to Everyone:

Any consideration about whether the kennels, crates, and cages are appropriate housing?

08:06:58 From Lexis Ly (UBC Animal Welfare Program) to Everyone:

Hi all! We're still looking for animal shelter and rescue staff to help us learn more about how we input shelter data into shelter software during (dog) intake!

PLEASE consider taking our survey + share it with your organization:



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[https://ubc.ca1.qualtrics.com/jfe/form/SV\\_9yvyF8YLApubMW](https://ubc.ca1.qualtrics.com/jfe/form/SV_9yvyF8YLApubMW)

Thank you!

08:07:01 From Lynne Stott to Everyone:

Need a national group to address. Created from many current groups?

08:07:55 From Brent Toellner to Everyone:

I feel like we need better action items than the "adopt, foster, donate" –

08:08:20 From Lynne Stott to Everyone:

it's an emergency. tell them what to do

08:08:26 From Eri Cronkhite to Everyone:

First, what do we want them to do differently, specifically?

08:09:04 From kristen hassen to Everyone:

**We want people to adopt, foster, help get lost pets home without taking them to the shelter**

08:09:15 From Paige McGowan to Everyone:

Better Together Animal Alliance received funds from the ASPCA to fund a pilot project to help reunite animals in the field, closer to where they are found. We are distributing microchip scanners to community partners in nearby areas where the highest volume of lost pets come from to our intake facility. These include sheriff departments, food banks, gas stations, VFWs, and more. We are providing training on how these partners can help the public scan for a microchip and look up the owner info. At the same time, we are running a campaign to promote getting fido home faster, which includes a texting service that provides people with steps they can take if they find a lost pet, which includes fostering it until the owner is found. Please email [paige@btanimalalliance.org](mailto:paige@btanimalalliance.org) to see our materials

08:09:32 From Staycee Dains to Everyone:

We need to change the narrative that people should bring all animals in. I know we did this for covid, but we still have SO MANY bringing in perfectly healthy, friendly animals. They want to punish the owners for not having pets spayed/neutered; other groups have been horrified that we have told them to let dogs keep trotting along if they are not running in traffic.

08:09:36 From Maria Saucedo to Everyone:

We need more ways to help that don't involve donating or spending money

08:09:37 From Jamie Case to Everyone:

I think there is real value in telling people about lost pets... not stray, LOST. And engaging good sams to help reunite pets instead of taking them to the shelter.



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08:09:50 From Sharon Fletcher to Everyone:  
Yes @Stacy!

08:10:05 From Sharon Fletcher to Everyone:  
@Staycee Dains!

08:10:45 From Sharon Fletcher to Everyone:  
Meet and talk WITH your community to help them keep their pets with them.

08:10:57 From Maria Saucedo to Everyone:  
People "helping" cats they find outside by taking them to the shelter is a big problem in my area.

08:10:59 From emily wood to Everyone:  
Yes @Jamie! We want people to help their neighbors who have lost their pets! Not to "save" a stray, unwanted pet

08:11:04 From Kasey Spain to Everyone:  
<https://www.kshb.com/news/local-news/kc-pet-project-attributes-owner-surrenders-to-lack-of-viable-housing-veterinary-care>

08:11:06 From Staycee Dains to Everyone:  
There is this GREAT sesame street clip of Grover trying to rescue animals off the street... and he keeps walking up to animals to rescue them because he wants to "help". They don't need his help and they tell him in various way that they are good.

08:11:20 From kristen hassen to Everyone:  
OMG staycee can you find that?

08:11:23 From kristen hassen to Everyone:  
I would love to share it

08:11:26 From Audrey Lodato to Everyone:  
I would love to see that.

08:11:30 From Arin Greenwood to Everyone:  
Me too!

08:11:40 From Paige McGowan to Everyone:  
Ideas developed by Mandy Evans, including using Home To Home for fostering and adopting out animals:  
<https://docs.google.com/document/d/1SPZNLkkGIUFLZqlaCGvPKaJwTpg30PrKqPP3gXf2xQE/edit>



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08:11:57 From Staycee Dains to Everyone:

YAAAAAAAAAAAAAS - we take in roaming dogs.... because of rabies and livestock dangers. NOT the case any more.

08:12:22 From Stacy LeBaron to Everyone:

I think doing either some written or video role playing would be very helpful for us as a group?

08:12:25 From Sharon Fletcher to Everyone:

the public will have no idea what "system is broken" means...

08:12:28 From Staycee Dains to Everyone:

The laws are so outdated and for animal control, those narratives were created from that.

08:12:45 From Sara Muriello to Everyone:

I'm still into the community engagement angle - "Your Neighbor and Their Pet Need Your Help!" and ways to help, like get to know all the pets in your neighborhood, knock on doors and leave info about resources available (pet food banks, vet help programs, euth resources, etc.), leave a sign on your gate/fence/door telling neighbors/animal control officers which animal live there and to put them back there if found.

08:12:56 From Stephanie Filer, SAC to Everyone:

YES - what Alexis is saying is definitely supported by the data!

08:12:57 From Maria Saucedo to Everyone:

Yes, Sharon. Many people in my area have no idea a "system" even exists

08:14:17 From Nancy McKenney, Marin Humane to Everyone:

And we need to encourage cities and counties to better fund their public shelters during the budget seasons

08:14:22 From Sharon Fletcher to Everyone:

Exactly... @Maria. That is inside messaging.

08:14:25 From Staycee Dains to Everyone:

Here is the video. Go to the end to see Grover trying to rescue animals, like the wildlife rehabbers were doing..

<https://www.youtube.com/watch?v=rqz7nFiyAw8>

08:14:32 From Amy Good to Everyone:

I think it is fair to say our animal welfare system is in crisis nationwide. Unprecedented challenges, worst in decade, whatever, and we need the public's help



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08:14:54 From Alison Gibson (she/her) to Everyone:  
Thanks Staycee!

08:15:02 From Alexis Pagoulatos to Everyone:  
In PR, you have to set up the problem... set the stage... and then present the solution.

08:15:07 From Bob T - Williamsburg to Everyone:  
How many of you go back to previous adopters to see how their pet is doing and see if there is room for another pet?

08:15:40 From Bob T - Williamsburg to Everyone:  
They have had a positive experience. Two is better than one!

08:15:52 From Alexis Pagoulatos to Everyone:  
I think this is also an opportunity to not just discuss immediate solutions, but long-term ones too

08:16:06 From Melissa Thibault to Everyone:  
@Arin...I agree! It also makes it sound like something that the public is already a part of.

08:16:15 From Arin Greenwood to Everyone:  
Yes, exactly!

08:16:19 From Alexis Pugh to Everyone:  
To clarify- not saying "the system is broken" is the public message. I'm saying we need to collectively accept that fact within the industry and all agree to address the challenge rather than focusing on our individual disparate circumstances.

08:16:19 From Kasey Spain to Everyone:  
We rarely see communications happening about what a finder needs to do get lost pets back home, because their families are missing them. Like jamie said, we have to get the mindset away from "stray" and toward "lost pets" and that their families are missing them.

08:16:44 From Staycee Dains to Everyone:  
I agree. There are several systems that have developed in shelters that are very different disciplines. Pet care for people who have limited resources is different than animal control, is different than community cats, is different from fostering/adoption.

08:16:56 From Lynne Stott to Everyone:  
they are 1000 feet from their front door

08:17:08 From emily wood to Everyone:



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What about something celebrating that the way the public was helping has worked (we don't have rabid dogs or livestock-killing dogs rampant on the street anymore)? For TODAY's issue, this is how to help - assisting your neighbors.

08:17:16 From Connie Kile to Everyone:  
@Kasey YES!!

08:17:25 From Kasey Spain to Everyone:  
Found a lost pet? Post photos, Walk them around the neighborhood, Check for a chip, File a found pet report with the shelter!

08:17:27 From Dylan Moore to Everyone:  
I wonder if we could message "KEEP THEM OUT OF SHELTERS" in some way would be useful. Another push for ID tags and microchips etc. as a corollary for neighbors helping neighbors. Call the number on the tag don't call the shelter.

08:17:30 From Staycee Dains to Everyone:  
Sort of like police. Police are responsible for ALL the ills on the streets. Drug abuse, mental health, violence response, and violence prevention. It has become too much for one discipline to manage

08:17:49 From Jamie Case to Everyone:  
Imagine a world where we have solved lost pets!

08:17:52 From Kathleen Summers to Everyone:  
I see a lot of shelters messaging / posting lost pets on Facebook, but not on other free social media platforms such as Reddit.

08:17:55 From Stacie Voss to Everyone:  
Our public is very "old school" and regularly think that every animal is dumped and needs to go to the shelter

08:18:01 From Kelly Clardy to Everyone:  
Maddie's Fund Monthly Giveaways! Enter here for a chance to win CA\$H in a random drawing:

<https://www.maddiesfund.org/friday-community-conversations-jun22-giveaway.htm>

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

08:18:06 From Alexis Pagoulatos to Everyone:  
I think this is also a good time to talk to people about flow and triaging. That animal shelters are like human hospitals... only so many beds and neediest cases should be the ones inside



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08:18:35 From Sharon Fletcher to Everyone:

Interesting you bring up lost pets - there will be a new Challenge coming...sneak peek - it's on that topic!

08:18:40 From Staycee Dains to Everyone:

Yes @Stacie. Same - and that the shelter is responsible for solving every animal welfare challenge

08:18:44 From Maria Saucedo to Everyone:

Young people are using Instagram/TikTok/Snapchat now but most groups focus on Facebook posts

08:18:46 From Jennifer Federico to Everyone:

We need northern shelters and non-profits to help with pit bull type dogs. When we have reached out, the groups always want our easy to place animals and that doesn't help us with space (the small breed stay about 3 days and pit bull type dogs about 45 days). We need more groups to want to help with the more difficult to place dogs and behavioral issue dogs.

08:18:55 From Melanie Sadek to Everyone:

I've been driving and couldn't unmute. I'd love the chance to explain our Share the Care campaign. It's a messaging campaign about how lifesaving is a collaboration.

08:19:42 From Cathie Myers to Everyone:

Congrats, Alison!!

08:19:44 From Eliza Torres to Everyone:

CONGRATULATIONS ALISON!

08:19:45 From Sarah AGUILAR to Everyone:

YAY!!!!!! Amazing work and well deserved!!

08:19:46 From Jamie Case to Everyone:

YAY, ALISON!!!!!!!!!!!!!!

08:19:47 From Arin Greenwood to Everyone:

Congratulations!!

08:19:49 From Connie Kile to Everyone:

Congrats!

08:19:49 From Kathleen Summers to Everyone:



08:19:50 From Jamie Case to Everyone:

Congratulations!



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08:19:52 From Kathy Duncan to Everyone:  
WOOOOOO HOOOOO Alison!!!!

08:19:54 From kathryn Hansen to Everyone:  
Yay!!!

08:19:56 From Jan Steele to Everyone:  
Congrats!

08:19:57 From Kelly Clardy to Everyone:  
CONGRATULATIONS ALISON!!!!!!!!!!

08:19:57 From Becky Tegze to Everyone:  
Congratulations!!!!

08:19:58 From Charlotte Otero to Everyone:  
Alison is incredible, congratulations!!!!

08:20:01 From Hope Winograd to Everyone:  
Awesome!!!

08:20:02 From Steve Marrero-Director (Liberty County Animal Services) to Everyone:  
Congrats Alison

08:20:06 From Phillip Zimmerman to Everyone:  
Congratulations!

08:20:08 From Tracy McQuarrie to Everyone:  
Congratulations 🎉

08:20:10 From Audrey Lodato to Everyone:  
Congratulations!

08:20:10 From Jerrica Owen to Everyone:  
Congrats!!!!!!!!!!

08:20:11 From Lynne Stott to Everyone:  
wow. congrats!

08:20:12 From Kasey Spain to Everyone:  
So so well deserved!!!

08:20:14 From Kelly Duer to Everyone:



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Congratulations Alison! We love you!

08:20:18 From Sarah Wees to Everyone:  
CONGRATULATIONS!

08:20:21 From Robert Gruhl to Everyone:  
BRAVO! Alison

08:20:25 From Ann Valentine to Everyone:  
Congratulations

08:20:30 From Clare Callison to Everyone:  
Congrats!!! Alison!! ❤️

08:20:42 From Susan Leavitt to Everyone:  
Congrats!!!!

08:20:56 From Alison Gibson (she/her) to Everyone:  
THANK YOU!!!

08:20:56 From Amy Zeifang to Everyone:  
Congratulations Alison!! 🐱

08:20:57 From Maria Saucedo to Everyone:  
Jennifer, it's because those are the same dogs that are harder to place up north too. My local shelter rarely has little dogs but is always full of blocky heads. And people want little dogs. (or have no choice but to get a small dog)

08:20:58 From Eri Cronkhite to Everyone:  
Congratulations, Alison!

08:21:02 From Alison Gibson (she/her) to Everyone:  
Brent Toellner, Senior Director of National Programs  
<https://bestfriends.org/about/leadership/brent-toellner>

08:21:44 From Alison Gibson (she/her) to Everyone:  
Thanks, everyone!

08:21:53 From Bob T - Williamsburg to Everyone:  
Is it possible to set up a Facebook group of the meeting participants so we can continue conversations after these Friday talks? Post presentation, etc.

08:21:59 From Sarah AGUILAR to Everyone:



## Animal Welfare Leadership Roundup Friday, June 10, 2022

Have y'all seen the cuties that AmPA has been transporting out of Texas???? Puppies, smalls, fluffies.... all at risk in under resourced places across the state.

Contact [clare.callison@americanpetsalive.org](mailto:clare.callison@americanpetsalive.org)  
if you are looking for variety!

08:22:03 From Alison Gibson (she/her) to Everyone:

2021 Best Friends dataset, which shows a setback in lifesaving.

[https://support.bestfriends.org/site/R?i=j8BmfDCF9DTxxdVrnbMMGWcbg3qod7\\_0\\_J5oUWtvQoA5LdxG8toyaA](https://support.bestfriends.org/site/R?i=j8BmfDCF9DTxxdVrnbMMGWcbg3qod7_0_J5oUWtvQoA5LdxG8toyaA)

08:22:46 From Mike Keiley - MSPCA to Everyone:

Let's do a national big dog fee waived adoption event. That's everyone's need and really focuses the issue to a very specific, very actionable and meaningful goal. Count me in if everyone else is in!

08:23:44 From Shelly (she/her), Maddie's Fund to Everyone:

@Bob T - there's a discussion thread for every one of these calls on Maddie's Pet Forum:

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

08:23:44 From Amber Freiwald, Maddie's to Everyone:

Our amazing Alison in her ad above ^^

08:24:16 From Alison Gibson (she/her) to Everyone:

Thank you, Amber! And Sharon and Craig ❤️

08:25:43 From David S. Kerpel to Everyone:

@Jennifer Federico: My Furever Home Dog Sanctuary is going to be pulling pit-bull breeds and other difficult to adopt our dogs, and allowing them to live on our sanctuary. I own a pitbull, and from mine, and all of the dodo videos involving pit bulls, it is clear that they are one of the most affectionate breeds around. If we can somehow get the word about and educate the public, perhaps we can start getting them adopted. I think Keanu Reeves tries to get the word out on pitbulls. Maybe we could have him do a commercial 😊

08:26:13 From David S. Kerpel to Everyone:

Apologies for the typos up there. Pushed send before reviewing

08:26:52 From Alison Gibson (she/her) to Everyone:

David - great idea about Keanu

08:27:11 From Erika Leckington to Everyone:

@David - the breed of being smart and affectionate isn't stopping our adopters from taking them home - its their landlords and homeowners insurance that is the biggest barrier for getting them into homes quicker.



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08:27:43 From Maria Saucedo to Everyone:  
Yes, Ericka. And laws that ban them.

08:29:18 From Staycee Dains to Everyone:  
This may have already been asked, but what do we think is the percentage of reporting. So how many agencies are not reporting and what is the estimated population of animals not represented in the stats

08:29:25 From Gina Burrows to Everyone:  
Also shelters that won't adopt out pitbull-type dogs into their community. Quite a few will still only send those dogs to rescue.

08:30:19 From Staycee Dains to Everyone:  
We love best friendsy

08:30:59 From Jamie Case to Everyone:  
Love that, Brent. So important

08:31:01 From Arin Greenwood to Everyone:  
That makes a lot of sense

08:31:18 From kristen hassen to Everyone:  
so cool!!!

08:31:25 From Renee Gutierrez to Everyone:  
I agree 100%. We have to stick together

08:31:33 From Alison Gibson (she/her) to Everyone:  
<https://www.bestfriends.org/2025>

08:32:24 From Jennifer Federico to Everyone:  
Where does best friends get their data?

08:32:47 From Bob T - Williamsburg to Everyone:  
How does this data compare to the Petco stats?

08:32:50 From Audrey Lodato to Everyone:  
Staycee Dains - We have data for 80% of the shelters, which makes up about 94% of the animals entering shelters. I hope that helps.

08:33:02 From Claire Walton to Everyone:  
Important info. Will these slides be available in addition to the interactive map stats?

08:33:34 From Kelly Clardy to Everyone:



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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/friday-community-conversations-jun22-giveaway.htm>

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

08:34:10 From Christopher Fitzgerald to Everyone:  
Sorry I was late. Brent, can you please start over? :)

08:34:24 From Dylan Moore to Everyone:  
We're looking like 2016 here

08:34:28 From Shelly (she/her), Maddie's Fund to Everyone:  
Lol, Chris!

08:34:29 From Kelly Mitchell to Everyone:  
How are we addressing the no-kill term giving the public the perception that it means never kill. We are "housing" unadoptable, long-term residents at a 99% save rate because nobody wants to euthanize any animals.

08:34:29 From Alexis Pugh to Everyone:  
Chris Fitzgerald LOL

08:34:37 From Kathy Duncan to Everyone:  
@Chris.... 🙄

08:34:54 From Kelly Clardy to Everyone:  
lol Chris!!

08:35:31 From Alexis Pugh to Everyone:  
Well said Brent

08:37:08 From Joe Stafford to Everyone:  
I completely agree Katie!

08:37:16 From Judy Calhoun to Everyone:  
I agree with Katie as well.

08:37:18 From Melanie Sadek to Everyone:  
I agree, Katie.

08:37:25 From Mike Keiley - MSPCA to Everyone:  
100% Katie. Preach!

08:37:36 From Jan Steele to Everyone:



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Totally agree with Katie!

08:37:49 From Sarah Hicks to Everyone:  
Thank you, Katie!

08:37:49 From Judy Calhoun to Everyone:  
Brent, it isn't apples to apples because some shelters run those services through a veterinary clinic and don't count them.

08:37:51 From Katie Lisnik to Everyone:  
Very much agree!

08:37:54 From Nancy McKenney, Marin Humane to Everyone:  
Can't Owner requested be pulled out?

08:37:58 From Staycee Dains to Everyone:  
And those numbers go up when economic distress occurs. People cannot afford those services. They can't even get into the vet for treatment

08:38:02 From Lynne Stott to Everyone:  
does e need to be a nose in or can it be different?

08:38:22 From Allison Hess to Everyone:  
What if an individual is never "admitted" to the shelter? ie. they simply come in for euthanasia when they are old, sick, etc.

08:38:29 From Amber Freiwald, Maddie's to Everyone:  
what is national average ORE percentage nowadays?

08:38:31 From Melanie Sadek to Everyone:  
We have shelters who have stopped this service bcs it is hurting them. Now animals are being euthanized at home.

08:38:37 From Staycee Dains to Everyone:  
Also, that 90% has changed since we have encouraged people to NOT bring in healthy animals.

08:39:12 From Stacie Voss to Everyone:  
Do the numbers include Navajo Nation? There is a huge need there, which BF is to helping with, but you're looking at a gap of 10,000+ and probably no clear data

08:39:27 From BJ Andersen to Everyone:  
@judycalhoun exactly



## Animal Welfare Leadership Roundup Friday, June 10, 2022

08:39:41 From Staycee Dains to Everyone:  
Thank you, BRENT!

08:39:55 From Jennifer Federico to Everyone:  
I take those animals out of our data that Best Friends takes so that we can really be compared apples to apples to groups that do not have animal control nor offer owner requested euthanasia. It is not equitable to municipal shelters.

08:40:00 From emily wood to Everyone:  
Yes, Staycee! As we are getting better at only taking in sick, injured, and possibly dangerous animals, we can save more of those, but it's not as if 90% of our animals are "easy." Nor should it be.

08:40:13 From Alison Gibson (she/her) to Everyone:  
Jessica Arnold, Marketing Manager, Petfinder Member/Shelter Partner Engagement at Nestlé Purina North America  
<https://www.linkedin.com/in/jessica-arnold-a3659a6/>

08:40:42 From Brent Toellner to Everyone:  
Staycee -- it would make sense that the 90% would change with the changing intake, but even with the decreased intake in 2020, we saw more shelters hitting the 90% benchmark than ever before.

08:40:45 From Melissa Thibault to Everyone:  
Would there be value in looking at these figures while isolating Owner-requested EU based on the fact that as economic pressure increases, more owners may look to shelters for support of this service. At least that would allow us to see what portion of this increase is due to that dynamic?

08:40:53 From Gary Weitzman to Everyone:  
I would very much welcome the OR euthanasia conversation with Brent.

08:41:33 From Brent Toellner to Everyone:  
@stacie -- we do not have data for the Navajo Nation but we do make an attempt to estimate for it.

08:41:41 From Mike Keiley - MSPCA to Everyone:  
ORE is clearly a topic worth talking about. I'd love to see this as a topic. I think many of us feel that we are being bullied out of providing an important and meaningful community service

08:41:44 From Kira Robson to Everyone:



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More conversation is needed surrounding ORE. In some cases ORE gets used as a way to avoid intakes. Many animals brought in for ORE can be treated so this data in some cases is relevant.

08:41:54 From Stacie Voss to Everyone:  
Thank you, Brent!

08:42:41 From Brad Shear to Everyone:  
Agree Mike. For many it is a clinic service, not a shelter service which skews these numbers making some look worse because of a structural difference, but not an actual difference.

08:42:52 From Brent Toellner to Everyone:  
Amber - ORE runs about 2% among the shelters that report -- but only about 10% of shelters even break it out separately.

08:44:08 From Sharon Harvey to Everyone:  
I'm on board for the ORE discussion! Thank you, Katie, for raising the point.

08:44:27 From Judy Calhoun to Everyone:  
Ditto on ORE discussion.

08:44:48 From Maria Saucedo to Everyone:  
How does this compare to each state's population? These are also the most populous states, I think.

08:45:00 From Melanie Sadek to Everyone:  
Agree

08:45:10 From Shelly (she/her), Maddie's Fund to Everyone:  
I was just typing the same thing, Maria!

08:45:14 From Karina King to Everyone:  
I would welcome an ORE conversation with Brent as well. My org provided 233 true ORE for dogs last year, and received only 394 other dogs. So ORE were 37% of all our canine intakes. With the reduction in availability of private practice veterinarians, ORE keeps climbing and the community needs this service more and more from us. One person's vet told her that their next available EU appointment was in 6 weeks; her 15 year old chihuahua with multiple medical issues had become paralyzed and had created sores from dragging himself and was no longer eating. That's not okay. It is very hard to have these "counted against" us.

08:45:33 From Sharon Fletcher to Everyone:  
Feel free to start an ORE discussion in Maddie's Pet Forum

08:46:07 From Alison Gibson (she/her) to Everyone:



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Maddie's Pet Forum discussion thread for this meeting

<https://maddies.fund/awleadershiproundup61022>

08:46:10 From Erika Leckington to Everyone:

Wow Karina! I am so sorry you are dealing with that - it must be awful on your team!

08:46:23 From Sara Muriello to Everyone:

I think the conversation about ORE should be led by DVMs in sheltering

08:46:58 From Carolina Trivino to Everyone:

is there any demographic information? who is seeking in Texas and California?

08:47:02 From Brent Toellner to Everyone:

Finally - an answer on how we get data. We get data from everywhere we can. We have a very large coalition with SAC that we pull data from. We also use from publicly available information such as public access portals, or statewide reporting, and we also use Freedom of Information Act Requests. Most of the shelters we don't have data on are very small -- so I suspect many of them don't track data at all

08:47:51 From Karina King to Everyone:

Thank you Erika, it is a lot - but we all know it's better than the animals continuing to suffer. Honestly we wish they would bring them to us sooner than most do, they arrive in really rough shape. We are proud to help these families access a humane end for their pet, and to relieve the pets' suffering.

08:47:53 From Lynne Stott to Everyone:

what is the most popular filter?

08:47:53 From Maria Saucedo to Everyone:

Looked it up....the most populous states are CA, TX, FL, NY, PA. So we'd need to see the rate of pets vs people to understand better

08:48:21 From emily wood to Everyone:

What a gift for your community, Karina.

08:48:48 From Stephanie Filer, SAC to Everyone:

RE: The ORE Discussion - Last year Shelter Animals Count began allowing orgs to choose where they enter their ORE data - either as an intake/outcome or as a community service.

Now that we're reporting on both databases, going forward we'll only be including ORE as part of our community services reporting and not included as part of our shelter euthanasia/non-live outcome reporting. You'll find this in our Q2 report that will be released in July, comparing Jan-Jun 2022 data to that same time period in 2021.



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08:49:15 From Bob T - Williamsburg to Everyone:

We need to address breed discrimination when people are searching for pets.

*Jessica Arnold presented data from Petfinder and asked what is the most often asked for color in dogs and cats? See image above for the answer.*

08:49:23 From Karen van Haaften to Everyone:

White

08:49:27 From Staycee Dains to Everyone:

White

08:49:29 From Erika Leckington to Everyone:

yellow! or white!

08:49:30 From kathryn Hansen to Everyone:

Blonde

08:49:34 From Kelly Clardy to Everyone:

Black

08:49:34 From Mary Ellen Houghtaling to Everyone:

Black

08:49:35 From Stacie Voss to Everyone:

Black

08:49:36 From Nancy McKenney, Marin Humane to Everyone:

Blonde

08:49:37 From Kari Kuh to Everyone:

Black

08:49:38 From Susan Leavitt to Everyone:

White

08:49:44 From Lexis Ly (UBC Animal Welfare Program) to Everyone:

Whoa!

08:49:53 From Brent Toellner to Everyone:

Maria -- we will be doing a deep dive into intake per capita by state in the White Paper (coming soon!)

08:50:02 From Maria Saucedo to Everyone:



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Like someone else said earlier, it's not that people don't want blocky heads. In many places they can't adopt them because of laws, insurance, and/or weight limits

08:50:03 From Kari Kuh to Everyone:

(I was on the Petfinder call yesterday so I knew the answer already!)

08:50:05 From Arin Greenwood to Everyone:

this is fascinating!

08:50:40 From Arin Greenwood to Everyone:

the cat is chonky phenomenon

08:53:03 From Tracy Brad to Everyone:

Oh no:(

08:53:44 From Dylan Moore to Everyone:

bring back the Rescue Waggin'?

08:53:50 From Jean Gibowski to Everyone:

Making adoption easier to get millennials to adopt. Get rid of barriers to adoption. This generation is all about equality and making things fair to all.

08:54:00 From Nancy McKenney, Marin Humane to Everyone:

are most folks looking for the young black labs on the site though?

08:54:10 From Bob T - Williamsburg to Everyone:

Here is an example of positive news coverage and possible new projects.

<https://www.facebook.com/groups/667574987790717>

08:54:14 From Melanie Sadek to Everyone:

Can I share our campaign?

08:54:37 From Robin Vincent to Everyone:

As we discuss industry burnout and mental wellness, it's worth mentioning that Dr. Robertson, through the Journey You Own, is hosting free online meditation gatherings to create a supportive space to explore grounding practices. The next session will be on June 30th 5pm PST, and will focus on loving-kindness practice. Everyone is welcome. The link to register is: <https://us06web.zoom.us/meeting/register/tZ0qf-qvqjovGtYhW5kQNH7MfQL2tAr5yBV->

08:55:12 From Anne George to Everyone:

My County. limits dogs to 3 per household. Do other counties have a limit? If so, what is typical?



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08:55:17 From Clare Callison to Everyone:

In TX were expanding our partnership with Dog is My Copilot for transfers so if you're interested in receiving rescue flights (free for sending and receiver) from Tx, would love to talk- [clare.callison@americanpetsalive.org](mailto:clare.callison@americanpetsalive.org)

08:55:26 From Maria Saucedo to Everyone:

<https://www.statista.com/statistics/199242/social-media-and-networking-sites-used-by-us-teenagers/>

and <https://www.businessinsider.com/top-social-media-platform-by-age-group-2018-8?op=1>

08:55:43 From Jamie Case to Everyone:

I love that as a headline "redefining the good samaritan"

08:55:44 From Judy Calhoun to Everyone:

And yet, Brent still uses the term "killing" which can feel very critical. When we make decisions about shelter euthanasia, those decisions are made very thoughtfully.

08:55:59 From Kira Robson to Everyone:

Definitely!

08:56:01 From Erika Leckington to Everyone:

@ Anne - most of the pet limits I have seen are in cities or the northeast.

08:56:01 From Chalan Lowry to Everyone:

Yes

08:56:03 From Alexis Pagoulatos to Everyone:

Yes

08:56:12 From Kelly Clardy to Everyone:

Remember to enter for a chance to win money from Maddie's Fund! Complete the entry form here: <https://www.maddiesfund.org/friday-community-conversations-jun22-giveaway.htm>

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

08:56:12 From Jan Steele to Everyone:

Yes!

08:56:18 From Christopher Fitzgerald to Everyone:

@ Anne George, we have 4 dog limit on premises with more than 3 households but I'm working on repealing it.



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08:56:18 From Jennifer Federico to Everyone:

As a Veterinarian that is boarded in Animal Welfare, I do feel that the ORE should be left to veterinarians and NOT included in how "good" our shelter is. It is more reflective of a community need and not a shelter issue.

08:56:19 From kate hill to Everyone:

in a nutshell, what is the Crisis?

08:57:00 From Staycee Dains to Everyone:

we would love it

08:57:20 From Alexis Pagoulatos to Everyone:

Thanks Melanie

08:57:28 From Sharon Fletcher to Everyone:

Post the materials in Maddie's Pet Forum @Melanie

08:57:33 From Christopher Fitzgerald to Everyone:

thanks, Melanie

08:57:36 From Melanie Sadek to Everyone:

[msadek@valleyhumane.org](mailto:msadek@valleyhumane.org)

08:57:41 From Amber Freiwald, Maddie's to Everyone:

@kate i think that's a very important question, b/c i think we have several crisis that require different solutions and perspectives

08:57:41 From Jennifer Renner, Pinellas County Animal Svs to Everyone:

Thank you, Melanie!

08:57:42 From Virginia Brantley to Everyone:

Thanks Melanie

08:57:56 From Amber Freiwald, Maddie's to Everyone:

and it requires we articulate them

08:58:10 From Nancy McKenney, Marin Humane to Everyone:

Thanks Melanie, for your Bay Area (CA) partnership!

08:58:25 From Susan Leavitt to Everyone:

Thanks for making us feel like we're all in this together even if differing views.

08:58:39 From Stacie Voss to Everyone:

Yes, we're stronger together, even if we don't agree



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08:58:39 From Alexis Pugh to Everyone:

Kate- it is basically what happened at human hospitals during COVID. Shelters cannot meet the demand for their services due to too many pets (patients) and not enough staff (health care workers)

08:58:40 From Alexis Pagoulatos to Everyone:

Thank you all for all you do, everyone. Hang in there and remember to focus on self-care however you can.

08:58:45 From Mike Keiley - MSPCA to Everyone:

Disagreement doesn't equate to division. It can be a good starting point for better alignment

08:58:46 From Alison Gibson (she/her) to Everyone:

If you'd like to re-watch, find this meeting's recording on Maddie's Pet Forum a bit later today: <https://maddies.fund/awleadershiproundup61022>

08:59:08 From Tom Colvin to Everyone:

we need to remember we are still in a much place than decades before

08:59:15 From Stacey Zeitlin to Everyone:

A public campaign on positive steps the community can make, works. I believe a negative one about "euthanasia is coming" will set animal welfare back to a place we've tried to come out of.

08:59:23 From Tom Colvin to Everyone:

Better

*Sharon Fletcher from Maddie's Fund shared that the Ad Council are currently in production for PSAs about lost pets*

08:59:38 From Christopher Fitzgerald to Everyone:

right on

08:59:42 From Connie Kile to Everyone:

👏 Sharon!

08:59:43 From Alexis Pagoulatos to Everyone:

Great

08:59:44 From Arin Greenwood to Everyone:

love that!



**Animal Welfare Leadership Roundup  
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08:59:48 From Alison Gibson (she/her) to Everyone:  
That is wonderful news Sharon!

08:59:53 From Susan Leavitt to Everyone:  
Thanks!

08:59:59 From Z Peoples to Everyone:  
Thank you!!

09:00:02 From Kelly Clardy to Everyone:  
Happy Friday Everyone!

09:00:09 From Tracy McQuarrie to Everyone:  
Thank you so much

-----END-----