



**The Future of  
Animal Welfare:  
Positive Disruption  
Will Save More Lives**





# My brief journey to Positive Disruption



# disruption

(noun)

1, a break or interruption in the normal course or continuation of some activity, process, etc.

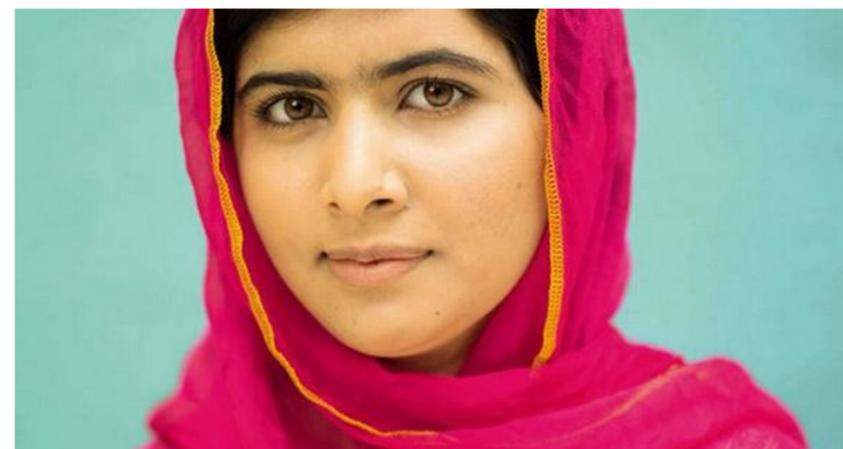
2. a change in dialogue with conversations that





# DISRUPTORS

Past and Present

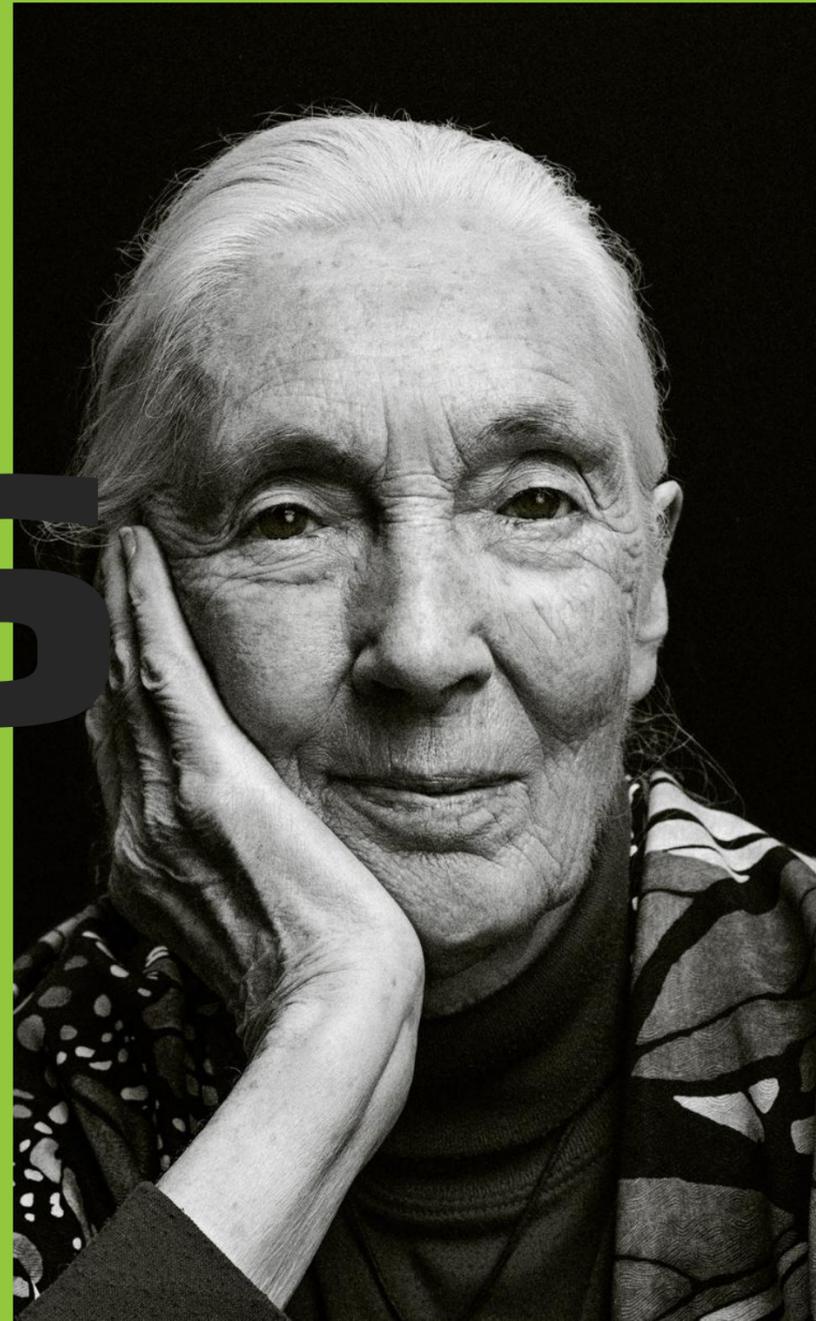


Animal Welfare

# Disruptor



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# Disrupting the Status Quo



**Analyzing  
Data**



**Identifying  
Opportunities**



**Unpacking  
New  
Programs**

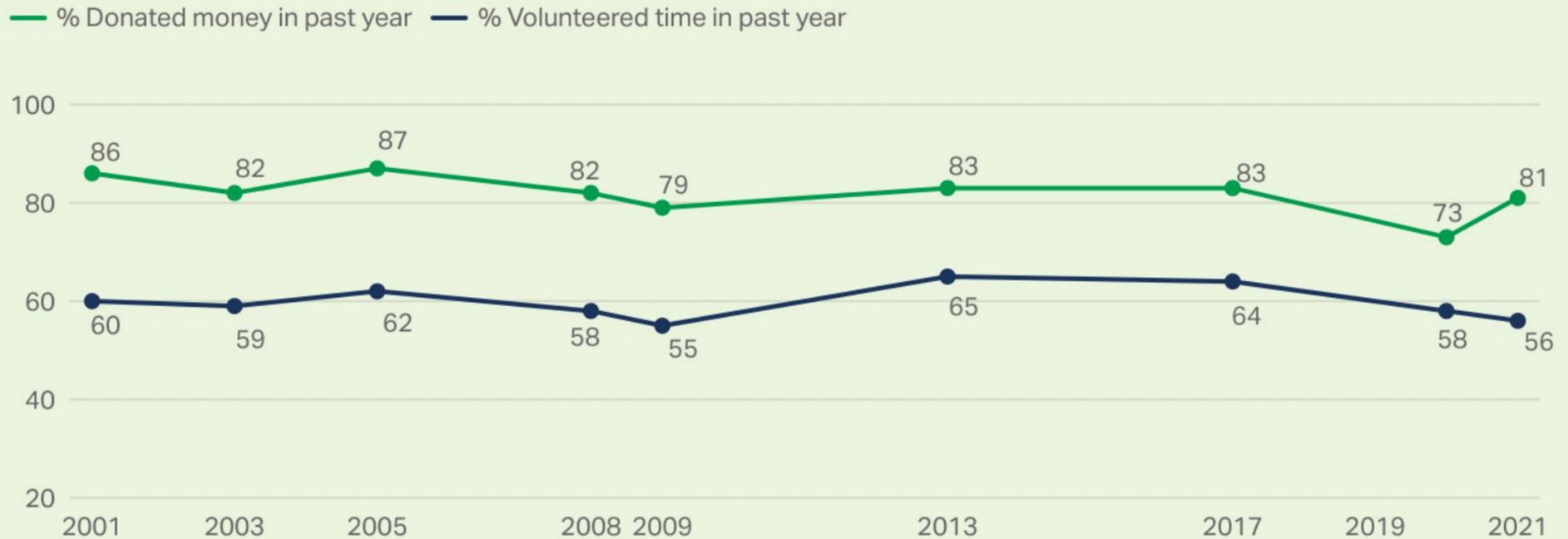


**Well-Being  
vs.  
Welfare**

# Example #1

## Rethinking Volunteer Programs

### Trend in U.S. Adults' Charitable Activities



Respondents are asked separately about donating money/volunteering time to religious organizations and other charitable organizations. The figures represent the percentage who donated money/volunteered to one or both types of organizations in the past year. 2008 and 2009 figures are averages of results from two surveys in those years.

# Barriers to Inclusive Programs

- Lack of engagement
- Lack of opportunity
- Lack of ability for agency to train/manage
- Lack of accessibility



# Reimagining Volunteerism

- **Community InReach**
- **Engage Proximate Leaders**
- **Community-Centric versus Facility=Centric**
- **Virtual and remote opportunities**

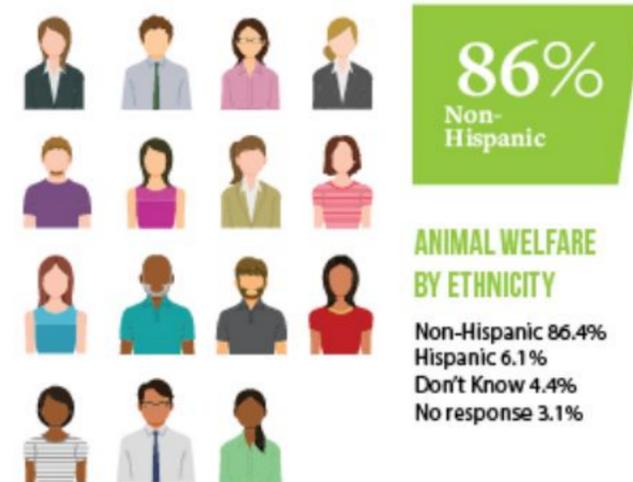
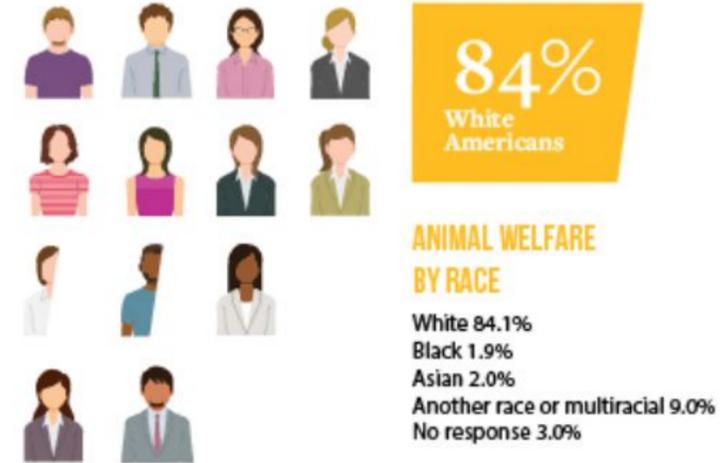


# Example #2

## Confronting Implicit Bias

“We don’t see things as they are.  
We see things as we are.”  
– Anais Nin

### ANIMAL WELFARE DEMOGRAPHICS



# Barriers to Inclusive Programs

- Age Restrictions
- Excluding
- Community
- Lack of Representation
- Language Barriers



# Breaking Bias to Save More Lives

**"Putting into practice the knowledge learned from REDI, HI was able to increase the number of families fostering pets by 25%. We were able to involve families from communities where the animals were found, which tend to be predominantly BIPOC, because we removed barriers to participate. We were even able to use software to better involve people whose preferred language is not English. This, in turn, allowed us to accept additional transports of puppies on the euthanasia list from other shelters that have low resources but high numbers.**

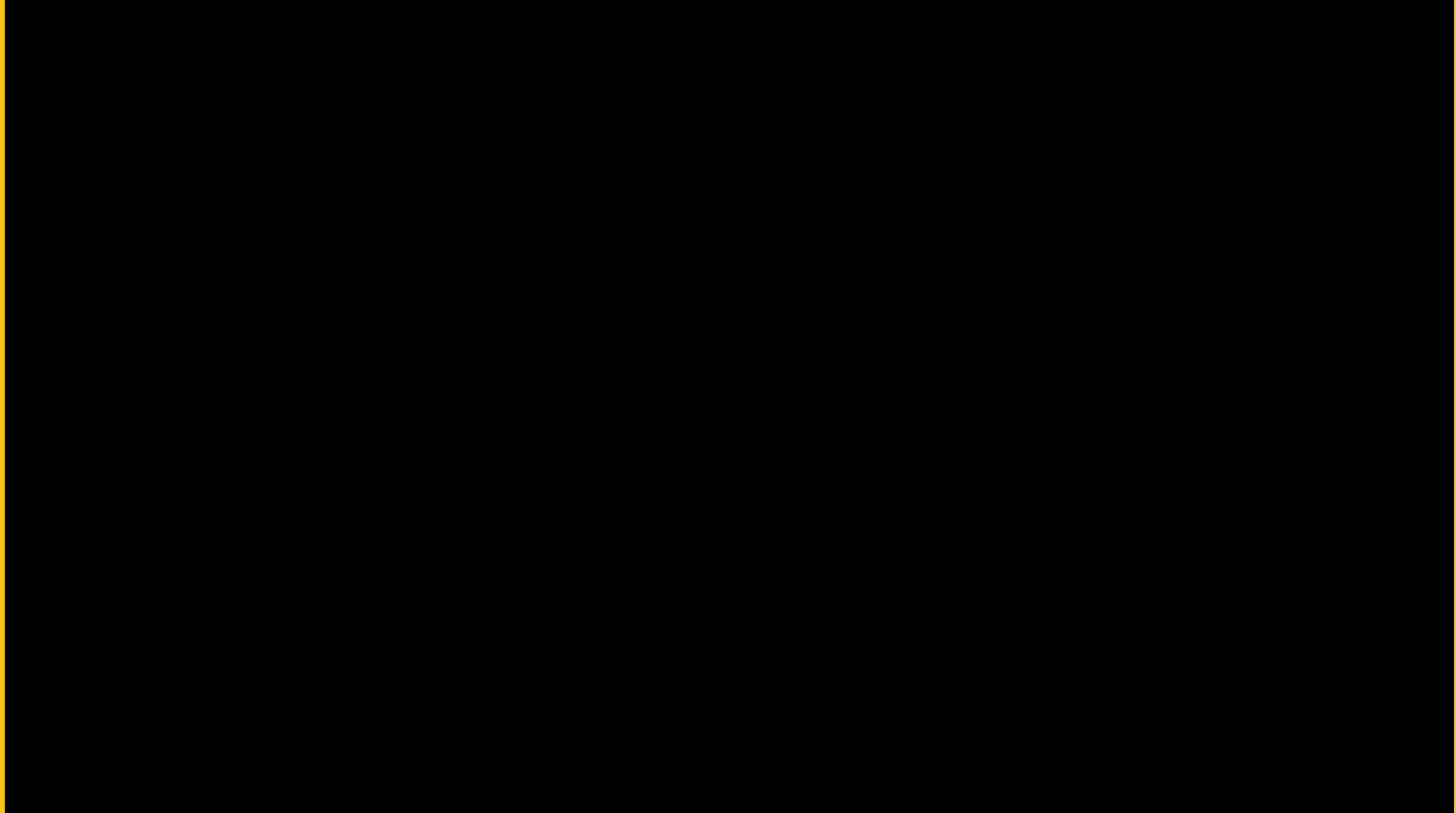
**This is especially significant because we had received other grants to publicize the foster program, and invested a significant amount of money in marketing, but had not seen an increase in the number of foster families, even after a year. Changing ourselves first led to an immediate result that helps us have even more of a lifesaving impact."**



**-Humane Indiana, Petfinder REDI**

# Example #3

## Preventative Access to Care



# How to begin Disrupting:

- **Be curious**
- **Be brave**
- **Be authentic**
- **Be open**

