

# Happy Tails Humane Society

*Let It Grow!*



*Serving the Community and  
Saving Lives for Over 25 Years*

# Who we are

---

- ▶ Limited-intake, no-kill, nonprofit organization — 501(c)(3)
- ▶ Funded by private donations
- ▶ Founded in 1987



# What we do

- ▶ Pet rescue and adoption
- ▶ Humane education
- ▶ Community outreach



# Our shelter

- ▶ High-quality ventilation
- ▶ In-floor heating
- ▶ “Meet” room
- ▶ Large dog exercise yards
- ▶ Rooms for
  - ▶ Quarantine, treatment
  - ▶ Maternity, kittens
  - ▶ Pet food preparation
  - ▶ Laundry and grooming
  - ▶ Storage / utilities



*Our animals and property are protected 24/7 by a security system. We have life safety measures in place to monitor room and kennel temperatures and we receive alarms if temperatures rise or drop rapidly.*



# We have been growing!

---

- ▶ Programs to reduce animal intake
- ▶ Programs to promote adoption
- ▶ Partnerships with kill shelters to rescue animals
- ▶ Training for volunteers and shelter staff
  - Animal safety
  - Animal first aid
  - Emergency response



# We're at the leading edge

- ▶ We practice humane capacity of care (intake limited to ability to provide humane care and housing)
- ▶ We follow guidelines of the Association of Shelter Veterinarians
- ▶ We provide enrichment for our animals
  - Music designed to calm
  - Toys designed to stimulate
  - Lots of volunteer interaction



# Meet Your Match

- ▶ Developed by ASPCA
- ▶ Matches adopters with pets based on preferences and lifestyle
- ▶ Adopters can take brief survey; available online



# Paw It Forward

- ▶ Donor pays the adoption fee for an animal.
- ▶ When the animal is adopted, the adopter can choose to "paw it forward" and donate the adoption fee to another animal waiting for a home.





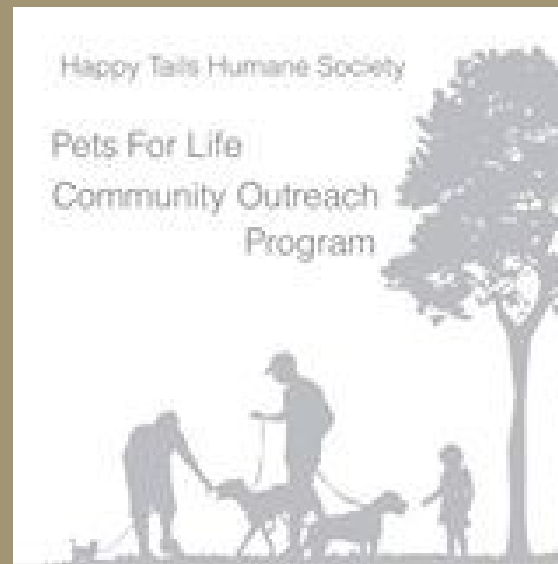
# SAFER<sup>®</sup> Aggression Assessment

- ▶ ASPCA's SAFER<sup>®</sup> is a predictive, consistent method for evaluating the probability of canine aggression in individual dogs.

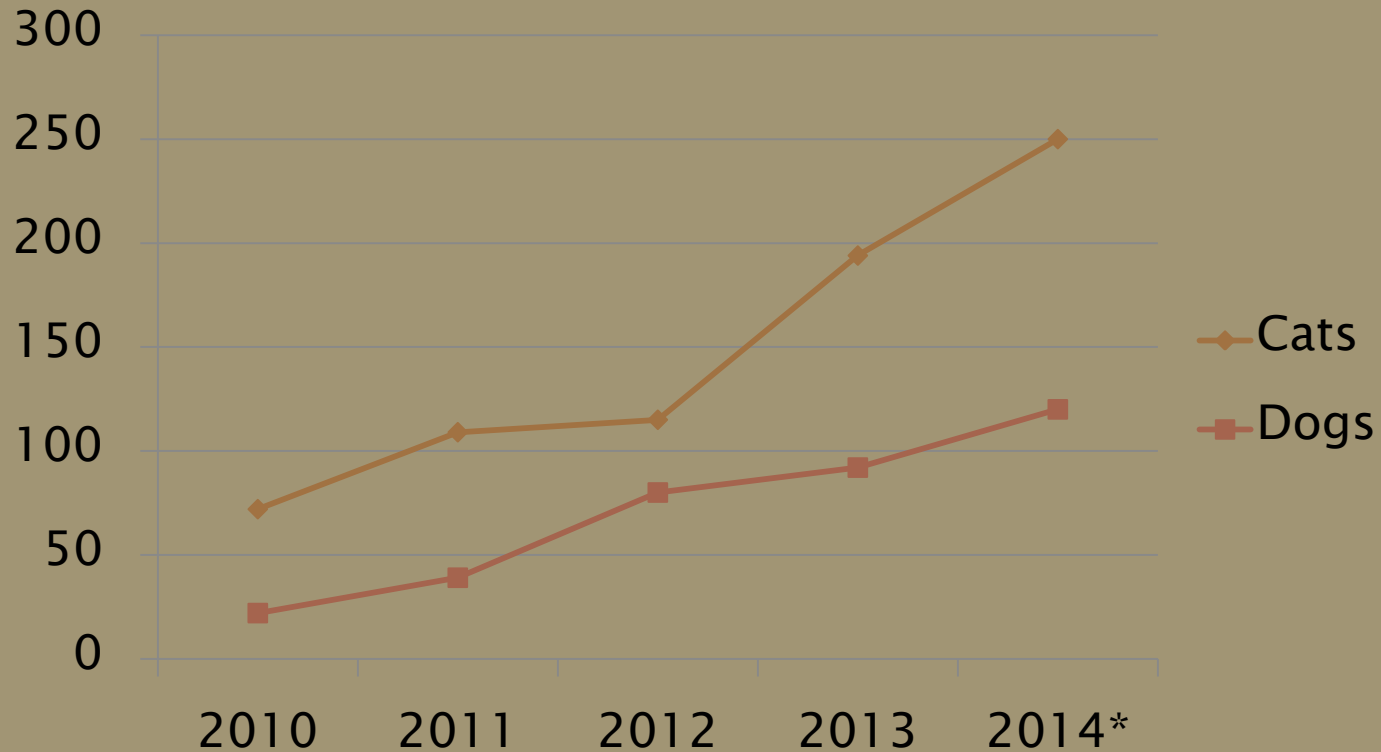


# *Pets for Life* Community Outreach

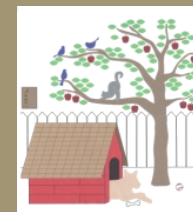
- ▶ Microchip database (no cost)
- ▶ Pet food pantry for owners in need
- ▶ Reduced-cost spay/neuter program
- ▶ Reduced-cost wellness clinics



# Adoptions continue to increase

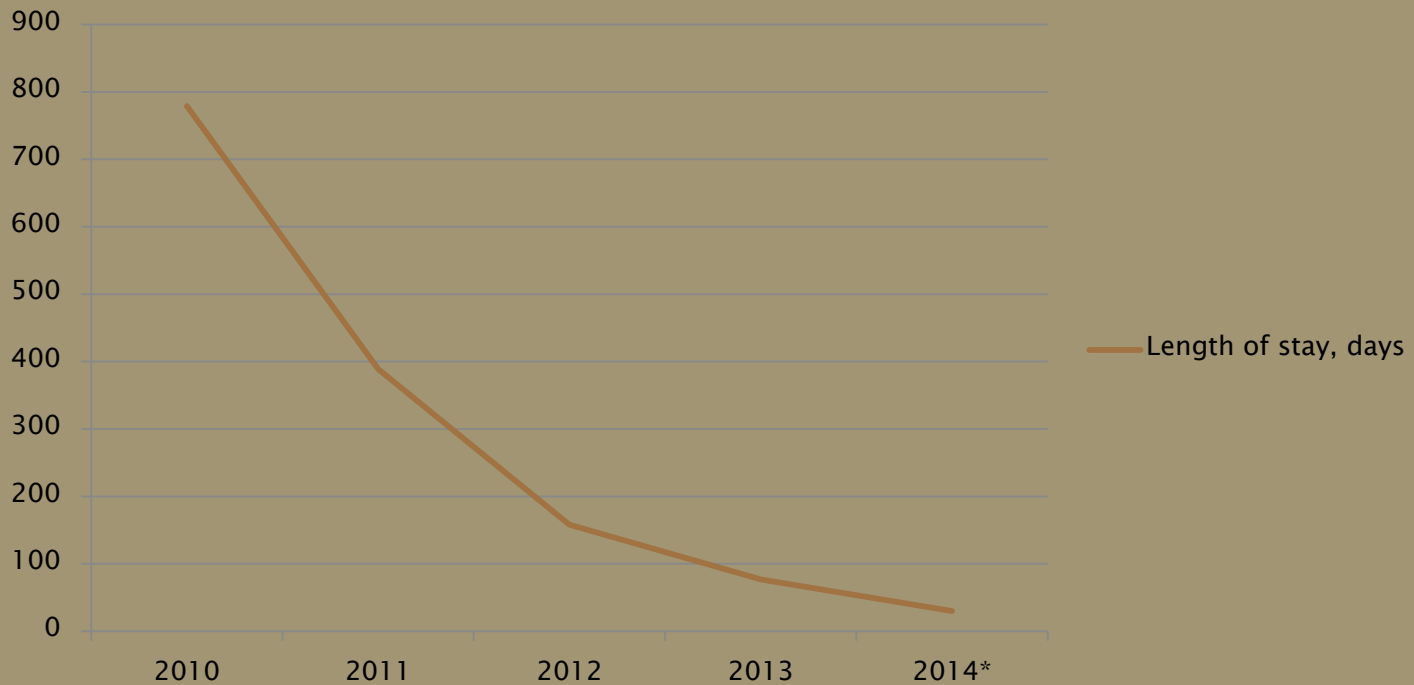


\*Projected

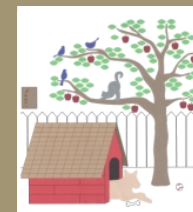


# Shelter time continues to decrease

Length of stay, days



\*Projected



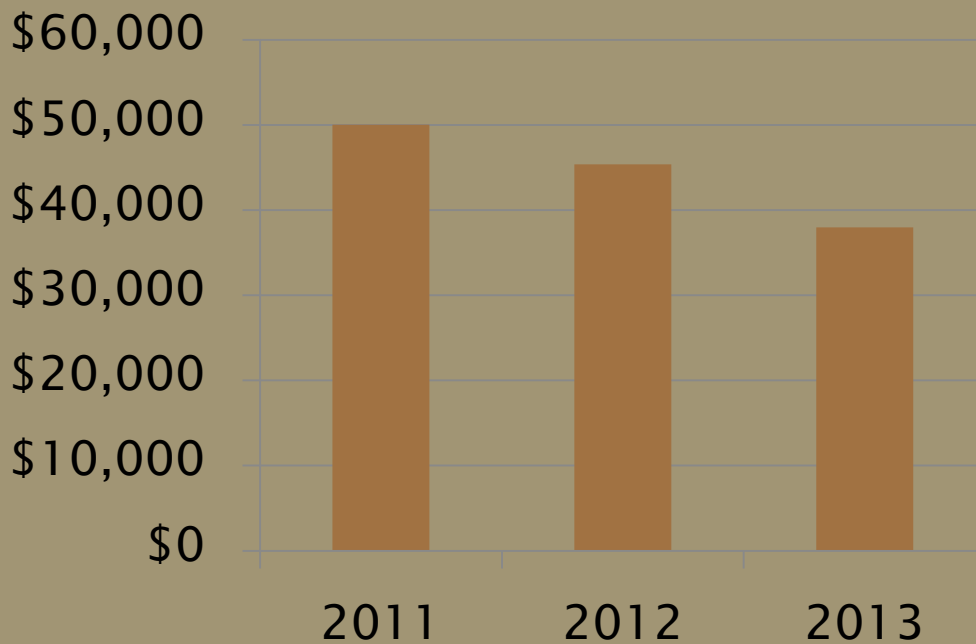
# But that's not the whole story

In the first half of 2014	
Rehomed without coming to the shelter	21
Reunited with owner	10
Assisted through food pantry	713



# Healthcare is our top priority

Veterinary Costs



- ▶ Limited intake affords higher quality of care
- ▶ Short stays in the shelter means lower costs



# Zeus

- ▶ Critically injured by car
- ▶ Good citizen paid for veterinary care and Zeus came to Happy Tails to recover
- ▶ After 3 casts and rehab, made full recovery
- ▶ Now in a loving new home



# Cinnamon

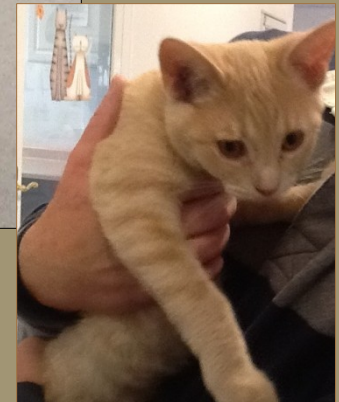
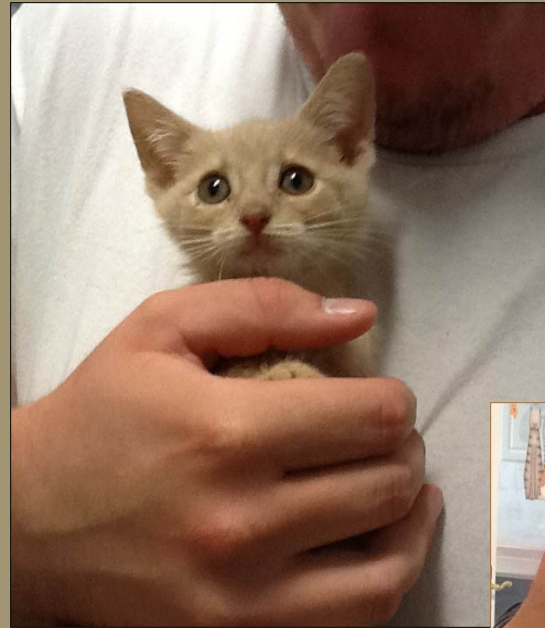
- ▶ Found abused in small cage at a garage sale
- ▶ Volunteer brought her to shelter, thin and scared
- ▶ Safe and secure, she gained weight and was no longer traumatized or stressed
- ▶ Now in a loving forever home





# Charlie

- ▶ Came to us clinging to life
- ▶ Veterinary care and TLC from a special volunteer brought him back
- ▶ He thrived and was adopted



# Tyson

- ▶ Found running loose
- ▶ Skin and bones, scared
- ▶ Special diet, volunteer TLC
- ▶ Now with his loving new family



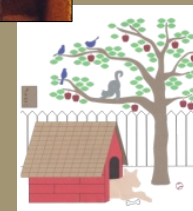
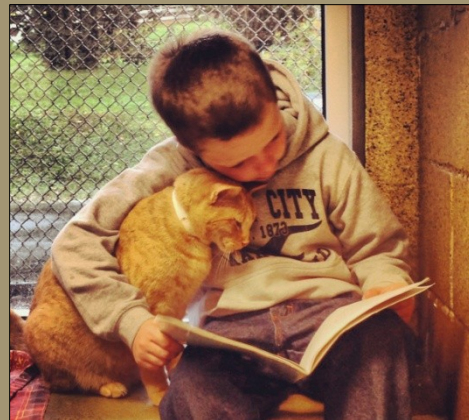
# Daniel

- ▶ Came to us at age 6 weeks with broken leg from dog attack
- ▶ Volunteers took him to a veterinary specialist
- ▶ His leg was saved and he was adopted, along with his kitten friend Roxie



# Humane Education

- ▶ Visit schools and talk with students K-12 about pets, pet care, and animal shelters
- ▶ Host field trips to the shelter
- ▶ *Read to the Cats* program



# No wonder we're "a model shelter"!

- ▶ The Humane Society of the United States visited us and said we are a model shelter, on the road to longevity!



“You are doing so many things right!”



# What we see in our future

---

- ▶ More lives saved, more lives touched
  - Mobile adoption unit
- ▶ More educational outreach
- ▶ Broader service to the community
  - Larger low-cost spay/neuter program



# Please Let It Grow!



- ▶ Dog bone \$5,000
- ▶ Baseball \$5,000
- ▶ Bluejay \$2,500
- ▶ Apple \$1,500
- ▶ Shingle \$1,000
- ▶ Leaf \$ 850

As little as \$5 per month  
toward a leaf



# The power of \$5

- ▶ Approximately 10,000 households in Sterling and Rock Falls

Number of Households Donating per Month	Total Annual Donation
10 percent (1,000)	\$60,000
25 percent (2,500)	\$150,000
50 percent (5,000)	\$300,000
100 percent (10,000)	\$600,000





# Stay in touch!

---

happytailsanimalshelter.org

Follow us!

