



LifeLine
ANIMAL PROJECT

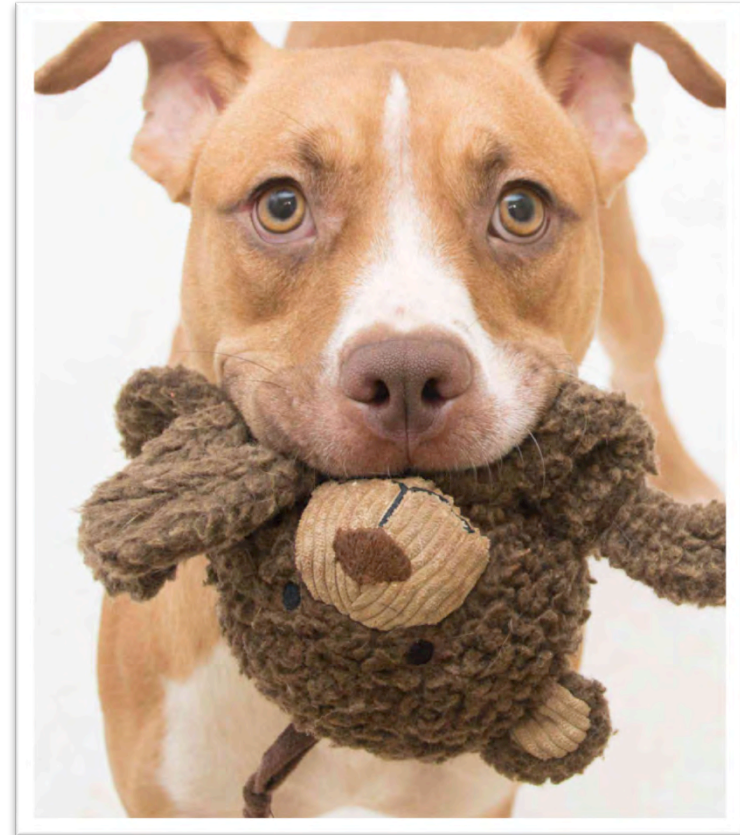
Lifesaving Strategies



LifeLine Animal Project

Mission: To end euthanasia of healthy and treatable animals in Atlanta area shelters

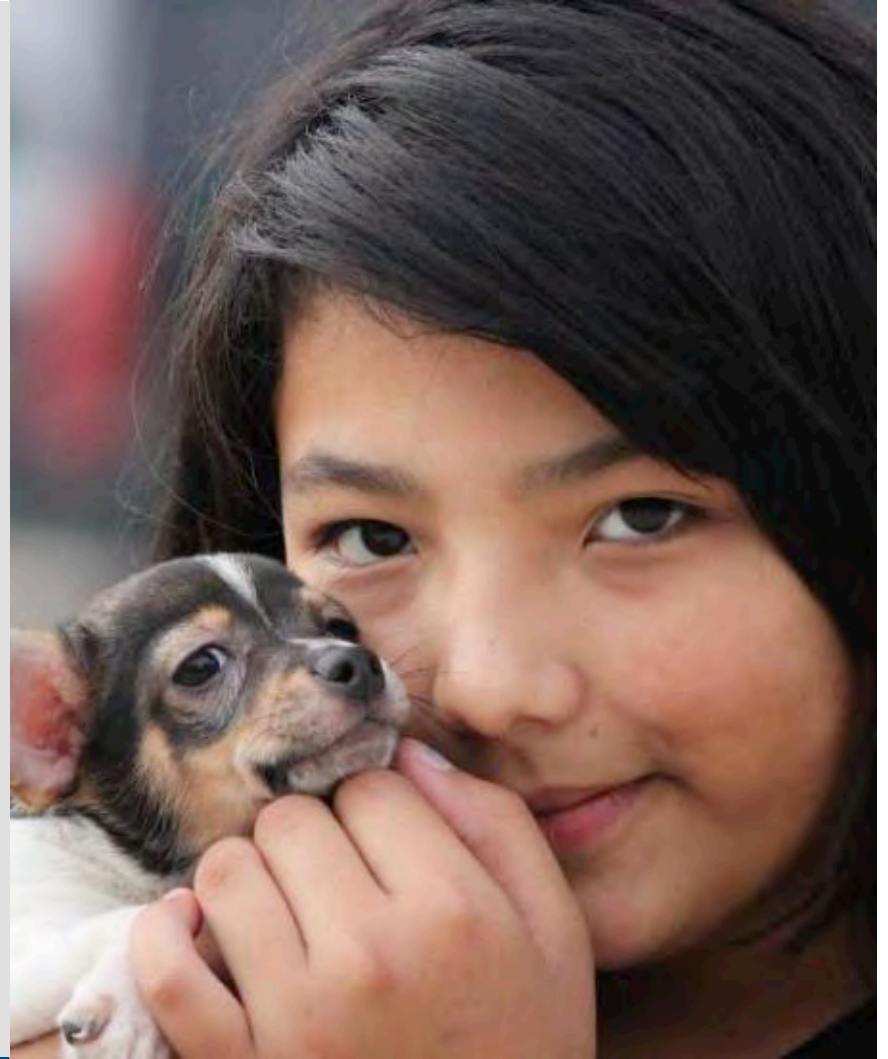
Strategy: Assess the needs of Atlanta's entire animal welfare community and create solutions



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LifeLine Program Overview

- Fulton County Animal Services
- DeKalb County animal shelter
- Private rehabilitation shelter
- Cat adoption center
- LifeLine Spay & Neuter Clinics
- Community cat program
- Community outreach, education & Healthy Pets events



A Day at LifeLine

- **1,096** animals in our care
- **294** birds also in our care
- **48** animals entered our shelters
- **200** vaccinations, preventative procedures and diagnostic tests performed for daily intake
- **340** shelter animals received veterinary treatment or medication
- **57** animal control field service calls completed
- **24** animals adopted from our shelters
- **5** animals returned to owners
- **15** animals transferred to rescue partners
- **239** animal held in foster care
- **69** animals spayed or neutered at our clinics
- **21** feral cats sterilized and vaccinated
- **82** pets vaccinated at each clinic event
- **49** in-person monetary transactions
- **44** volunteer hours worked each day
- **41** donations received and acknowledged
- **5,000** or more Facebook clicks, likes, comments and shares



Lifesaving Strategies



- Adoption promotions
- Rescue partnerships
- Field services
- Spay/neuter clinics
- Community cats
- Owner assistance
- Community outreach
- Volunteer engagement



Promoting Adoptions



- Increased staffing, creating a dedicated and experienced team of rescue and adoption coordinators
- Created more welcoming adoption environments:
 - Free-roam cat colony area at entrance to Fulton County shelter
 - New bonding area for DeKalb shelter
- Encouraged pre-adoption for animals in stray hold period and discontinued waiting lists
- “Adopters Welcome” open adoption policy



Promoting Adoptions

Reduced-Fee and Fee-Waived Promotions

- Enhanced marketing with seasonal and fee-waived promotions
- Extensive PR outreach:
 - Pet of the Week articles in 22 community print and online outlets
- Offsite events



Adopt a May Flower!
Throughout May \$20 adoptions on all dogs over 25 lbs and all cats

Adoption fee includes spay/neuter, vaccinations, microchip and more!

DeKalb County Animal Services
845 Camp Road
Decatur, GA 30052
DeKalbAnimalServices.com

Fulton County Animal Services
860 Marietta Blvd NW
Atlanta, GA 30318
FultonAnimalServices.com

LifeLine Dog House & Kitty Motel
129 Lake Street
Avondale Estates, GA 30002
(404) 292-8800 (by appt. only)

LifeLine Cat Adoption Center
3172 E. Ponce De Leon Ave
Scottsdale, GA 30079
LifeLineAnimal.org

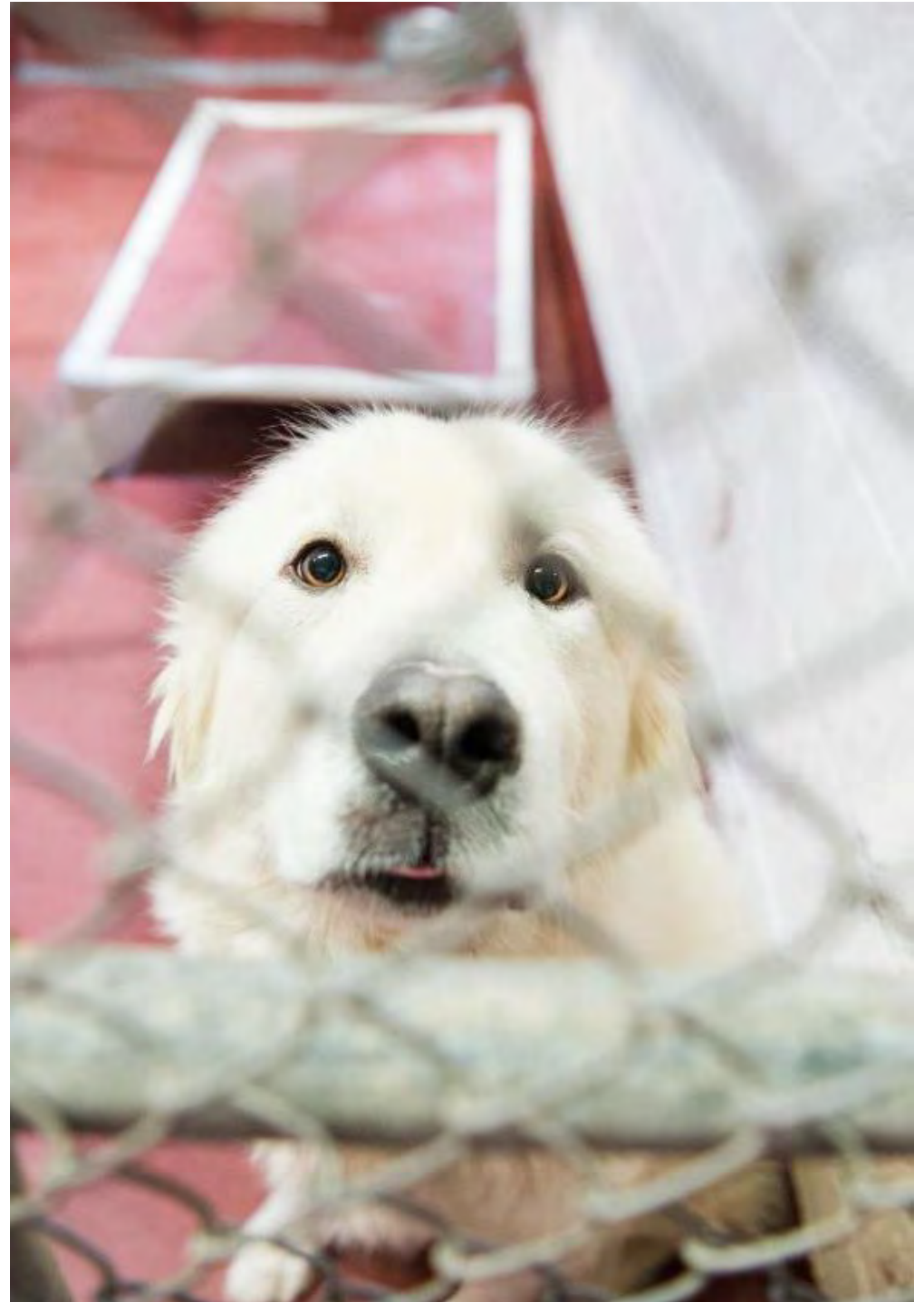
 Together, we will make Atlanta a no-kill community. Are you in?

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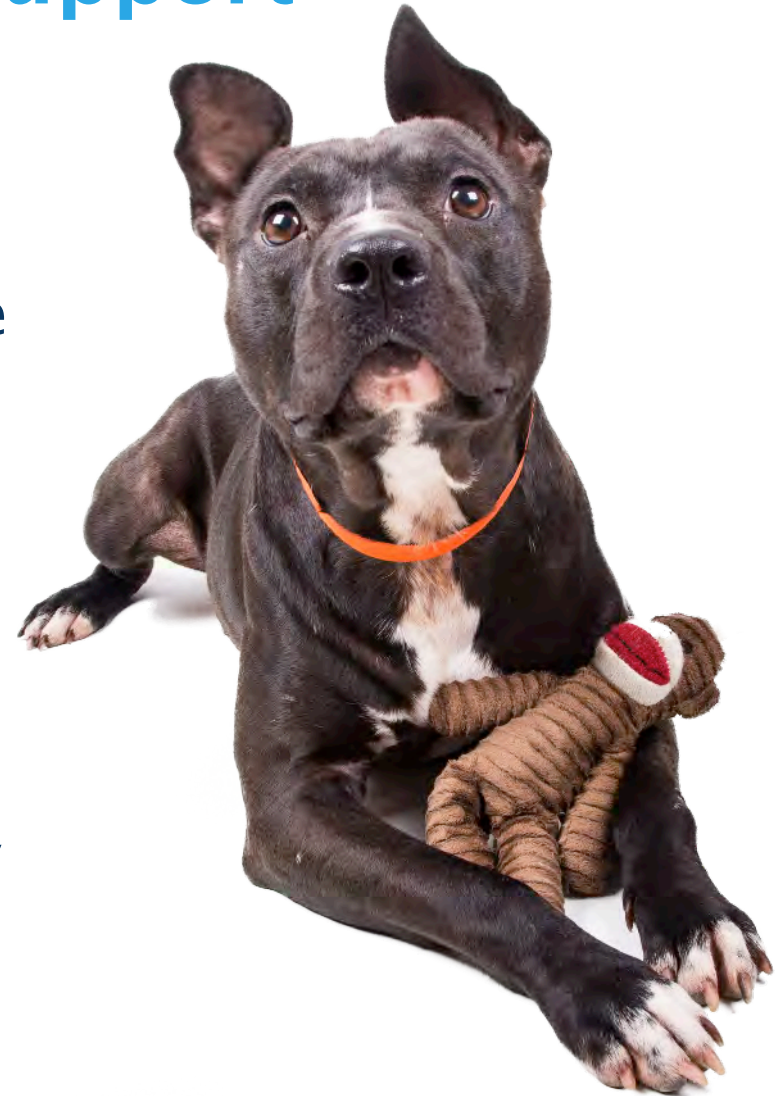
“We strive to make sure that the shelter is not the final destination for the animals who come into our care. In managing the county contracts, we were given a platform to facilitate strong relationships with the rescue community.”



Our Rescue Support

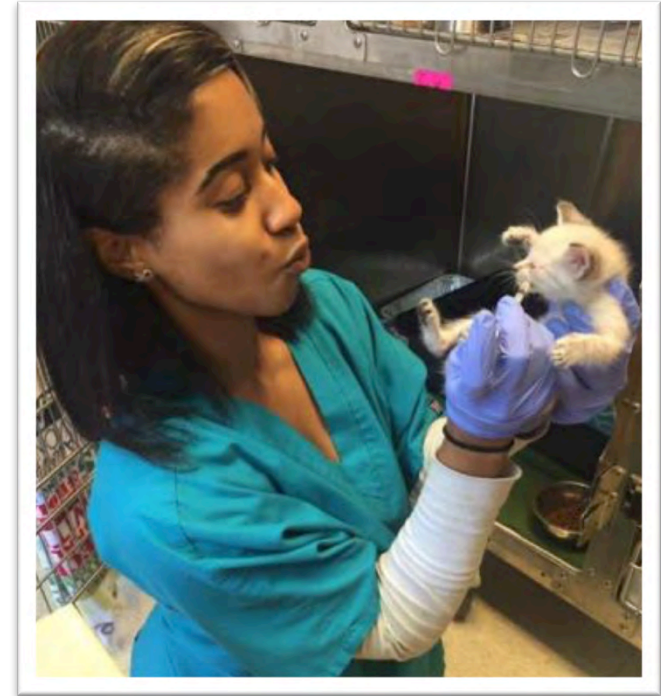
In 2016.....

- 6,693 adoptions
- 4,549 pets transferred to rescue partners
- 213 local partners
- 154 out-of-state partners
- 40+ animals a day enter our shelters
- 15 animals transferred each day
- 4 rescue coordinators



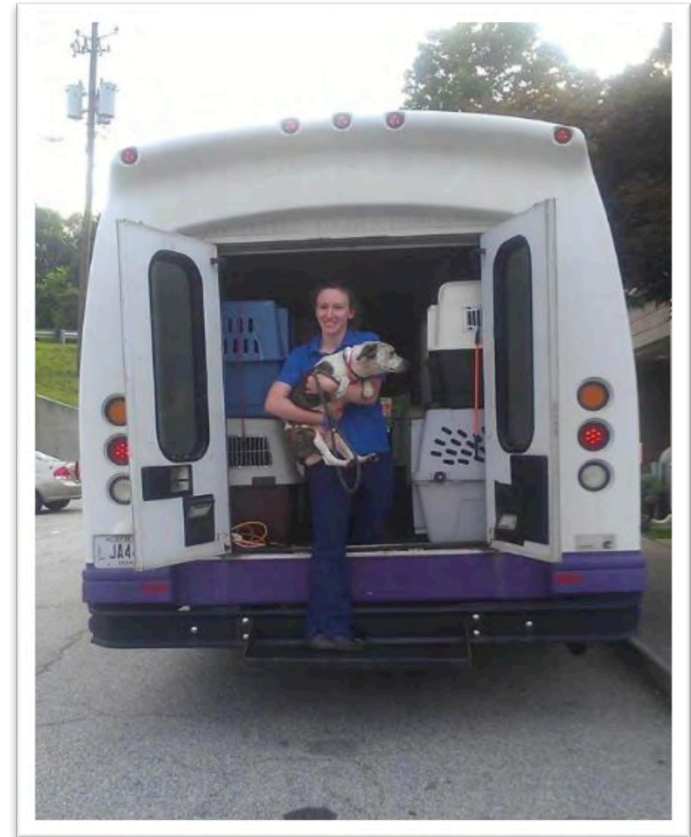
Identify Animals Needing Rescue

- Assess quickly and carefully:
 - Medical, including HW and parvo tests on intake; minor, environmental behavior cases; neonatal and hospice cases; all requiring specialized care
- Know what our partners do to best match animals with the appropriate group
- Develop strong relationships with specialized groups to move quickly on neediest animals
- Minimize the animals' stress and allow our partners time to plan



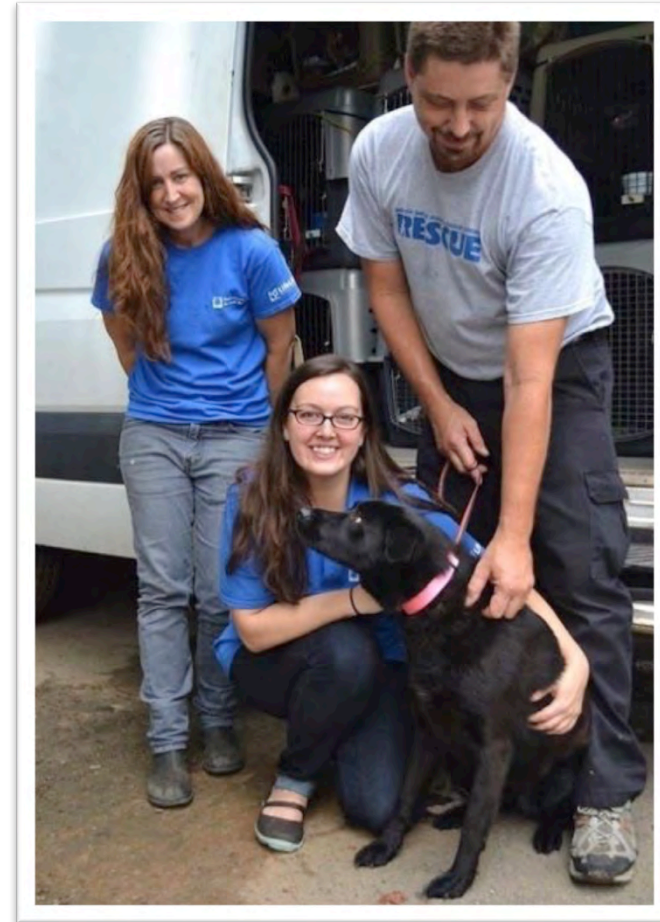
Make it Easy For Rescues to Help

- Streamline intake process to provide rescues more information about the animals
- Have strong volunteer support lined up to transport animals
- Accommodate partners' hours with hard-working staff often available at all hours
- Move quickly during pick ups; time is precious
- Work on a first come, first serve basis so rescues are able to select animals they want to help



Build Proactive Transport Partnerships

- We've established strong, reliable partnerships with out-of-state rescues to help alleviate the stress on our kennel capacity.
- Our Rescue Coordinators are instrumental in the planning process for transports, from animal selection to physical transport logistics.



LifeLine Dog House & Kitty Motel



LifeLine's private shelter and cat adoption center help animals most in need – dogs and cats with medical or behavioral issues as a result of abuse or neglect.



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Get Social



5,000 or more clicks,
likes, comments and shares
every day!

- Five different Facebook pages for different audiences
- “Urgent” pages for rescue partners and fosters
- Dedicated social media staff along with rescue and adoption teams



Be Sociable

Social media is a powerful tool to engage rescues and provide compelling content for them to link to for fundraising

- Develop social media partner guidelines and procedures
- Show rescues some love on social
- Work with rescues to make sure messaging is supportive and doesn't put anyone in a bad light



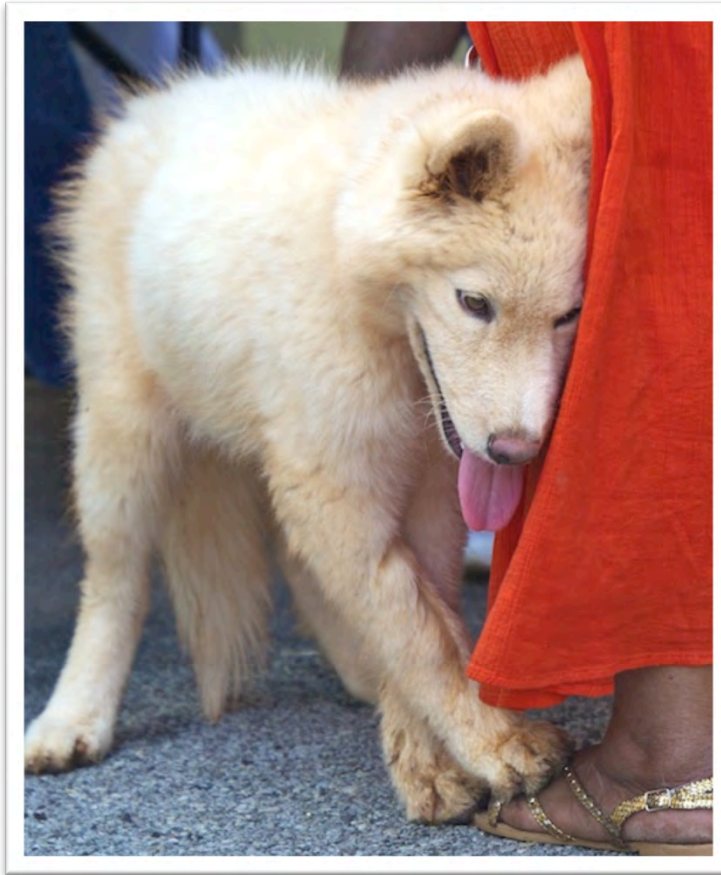
Field Services



- LifeLine’s animal control officers respond to more than 1,500 calls for service every month.
- Responsible for enforcing county and state animal laws and animal cruelty provisions.
- Goal is to move enforcement services from complaint-driven to community-driven.
- Dispelling dog-catcher mentality: animal services officers becoming a community resource for resolving animal-related issues.



Owner Assistance



- Owner surrender counseling program:
 - Appointment required
 - Surrender fee, with limited exceptions for genuine hardship
- Counselors offer free spay–neuter and vaccinations, free pet food, free doghouses and referrals to low–cost and free veterinary care.
- Counseling programs keep 50 to 100 pets out of LifeLine’s shelters every month.



LifeLine Spay & Neuter Clinics



- Two metro Atlanta locations
- Largest provider of spay/neuter services in the area
- Performed more than 100,000 low-cost and no-cost procedures



Healthy Pets Events



- 400+ pets helped at each event
- Free vaccinations
- Vouchers for free spay/neuters
- Free transportation to LifeLine's clinics for appointment if needed
- Free dog/cat food and leashes, collars
- S/N vouchers redeemed for 75% of unaltered pets at each event



Catlanta: Assistance for Community Cats

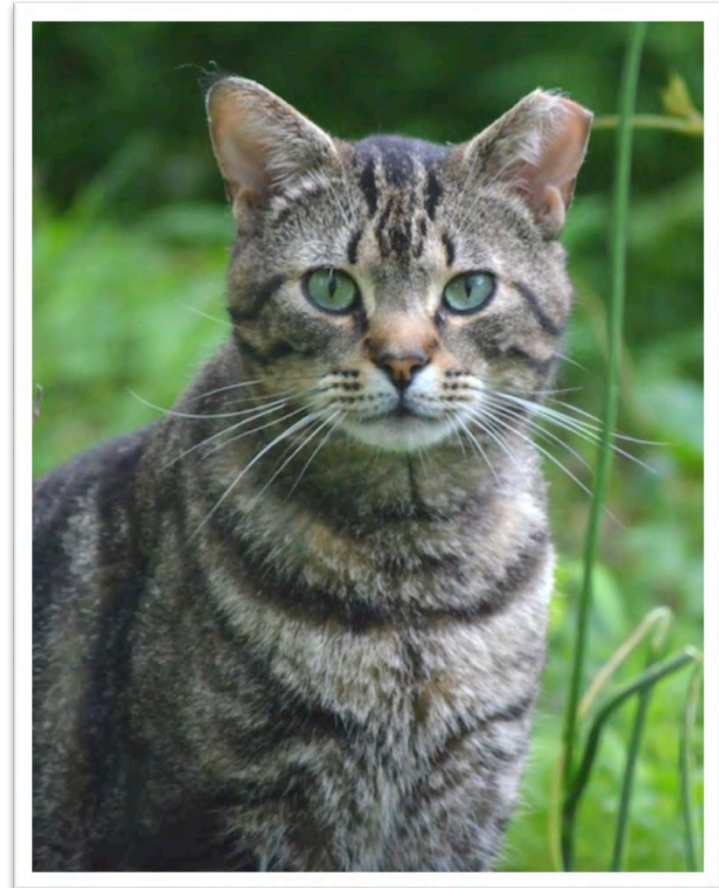


- Catlanta provides resources and support to effectively manage community cats.
- Trap-Neuter-Return (TNR) is now the first response for all free-roaming cat issues in Fulton and DeKalb Counties.
- Catlanta has sterilized more than 35,000 feral cats through TNR.



Community Cats: Return-to-Field

- Partnership with LifeLine, Best Friends, and DeKalb County was implemented in 2011.
- Cats trapped by animal control officers are brought directly to LifeLine's clinic for spay/neuter and vaccination, then returned to their outdoor homes.
- Lifesaving results: Shelter euthanasia for cats dropped from 69% to 22% in less than a year.



Volunteer Engagement

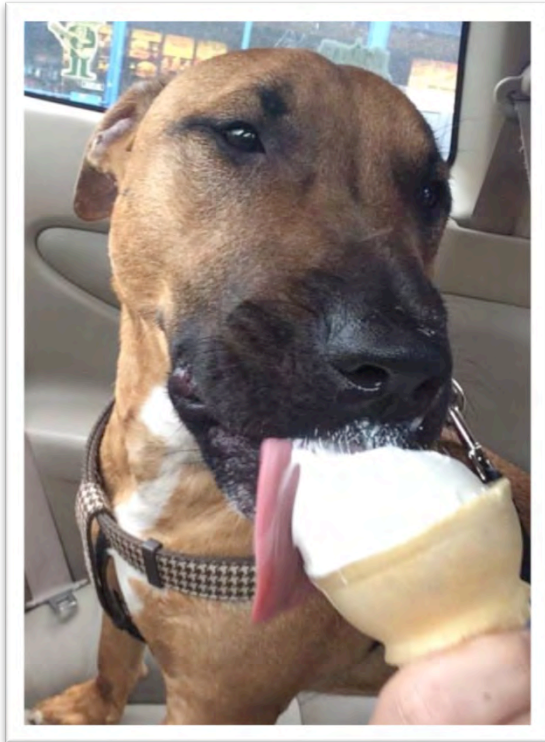


- Variety of opportunities to fit volunteer interests and lifestyles
- Key long-time volunteers in leadership positions
- Volunteer orientations and foster training
 - Animal handling
 - Bottle feeding
 - Dog training



Volunteer Engagement

Dog for A Day



Tails on the Trail



Volunteer Engagement

Charm School



Run Club



Lifesaving Strategies

2012 vs. 2016

	Fulton	DeKalb
Adoptions	Up 92%	Up 288%
Transfers	Up 55%	Up 53%
Euthanasia	Down 90%	Down 70%

7,000 more lives saved each year!



Keys to Success



- Find the right people
 - 150+ amazing employees and thousands of dedicated volunteers
- Demand transparency
 - Accept responsibility and correct mistakes
- Be willing to improvise
- Engage the community
- Don't give up



Together, we will make Atlanta a no-kill
community.

Are you IN?



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Questions or Comments?



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