

# Increasing Pet Adoptions – Saving Lives



**Nevada Humane Society**

October 2009

# Nevada Humane Society Pet Adoptions

**This presentation will cover:**

- **NHS's countywide statistics**
- **Policies and practices that increase adoptions and save lives**
- **Promoting adoptions**



# Nevada Humane Society Pet Adoptions

## Found good, new homes for pets

- 4,539 in 2006
- 8,030 in 2007\*
- 8,635 in 2008

## Adoptions increased 2007\*

- 53% for dogs
- 84% for cats

## 2008

- 9%

## 2009 (through September)

- 10%



\* No-kill initiative launched Feb. 2007

# Nevada Humane Society Lifesaving Statistics



## Lives Saved

Decreased animals losing their lives in Washoe County shelters

- 2007\* 51%
- 2008 10%
- 2009 25% (through Sept.)

2,700 fewer dogs and cats lost their lives in 2007\* than 2006.

\* No-kill initiative launched Feb. 2007

# Nevada Humane Society Lifesaving Statistics

## Countywide Save Rate

2006

- Dogs 83%
- Cats 53%

2007\*

- Dogs 92%
- Cats 78%

2008

- Dogs 90%
- Cats 83%

2009 (through September)

Dogs 90.5%

Cats 88%



\* No-kill initiative launched Feb. 2007

# Nevada Humane Society Incoming Animals



## Incoming Dog & Cats

Year	Owner	Transfer
2006	5,667	1,303
2007	5,258	3,188
2008	4,809	3,750
2009	+ 2%	+ 10%
	(through September)	



***“Opportunities  
multiply as they  
are seized.”  
— Sun Tzu, (400 B.C.)***

# Dramatically Increasing Pet Adoptions — Goals

## Inspiring Goals





# Dramatically Increasing Pet Adoptions – Goals

**Celebrate Victories**



# Dramatically Increasing Pet Adoptions — Goals

## Showing Appreciation



# **Dramatically Increasing Pet Adoptions Make it Easy to Fall in Love**



**Welcoming Atmosphere**

# Dramatically Increasing Pet Adoptions Make it Easy to Fall in Love



**Encourage Interaction**



# Dramatically Increasing Pet Adoptions Make it Easy to Fall in Love

## Festive Feelings



# Dramatically Increasing Pet Adoptions Make it Easy to Fall in Love



Serve and Protect



# Dramatically Increasing Pet Adoptions Make it Easy to Fall in Love

## Create Success



# Dramatically Increasing Pet Adoptions Make it Easy to Fall in Love

## Convenient Time





# **Dramatically Increasing Pet Adoptions Make it Easy to Fall in Love**



**Increase Exposure**

# Dramatically Increasing Pet Adoptions Make it Easy to Fall in Love



**Increase Exposure**

# Dramatically Increasing Pet Adoptions Make it Easy to Fall in Love

## Super Adoptions



# Dramatically Increasing Pet Adoptions Make it Easy to Fall in Love

## Positive Impulses



# Dramatically Increasing Pet Adoptions Make it Easy to Fall in Love



**Facilitate Bonds**



# Dramatically Increasing Pet Adoptions Make it Easy to Fall in Love



Encourage Interaction

2008/11/01

# Dramatically Increasing Pet Adoptions Make it Easy to Fall in Love

## Cat Colonies



# Dramatically Increasing Pet Adoptions Make it Easy to Fall in Love



## Cat Colonies





# Dramatically Increasing Pet Adoptions Make it Easy to Fall in Love

## Cat Colonies



# Dramatically Increasing Pet Adoptions Make it Easy to Fall in Love



# **Dramatically Increasing Pet Adoptions Make it Easy to Fall in Love**



**Love and Money**

# Dramatically Increasing Pet Adoptions Make it Easy to Fall in Love

## Seniors for Seniors



# **Dramatically Increasing Pet Adoptions Make it Easy to Fall in Love**

**Special Needs, Special Price**



# **Dramatically Increasing Pet Adoptions Make it Easy to Fall in Love**

**Eliminate Obstacles**



# **Dramatically Increasing Pet Adoptions Make it Easy to Fall in Love**



**User Friendly**

# Dramatically Increasing Pet Adoptions Make it Easy to Fall in Love

## Easy Identification





# **Dramatically Increasing Pet Adoptions Save the Feral Cats**

## **Barn Cat Adoptions**



# Dramatically Increasing Pet Adoptions Save the Feral Cats



**Barn Cat Adoptions**

[www.barncats.org](http://www.barncats.org)


# **Dramatically Increasing Pet Adoptions Support Adoption Success**



**Spot Problems,  
Solve Them**

# Dramatically Increasing Pet Adoptions Get the Word Out and the People In

*Adopt a Mardi Gras Star  
at Nevada Humane Society.*



*February 21—March 1*  
Special Adoption Fee:  
\$25 for "Star" dogs, cats, and rabbits  
Come in and vote for the Mardi Gras King and Queen

*February 28 at 11 a.m.*  
Mardi Gras pet parade through  
the shelter!

Shelter Hours:  
Sunday—Friday: 11 am—6:30 pm  
Saturday: 10 am - 6:30 pm

2815 Longley Lane, Reno • 775-856-2000 • [www.nvadahumanesociety.org](http://www.nvadahumanesociety.org)



**Aggressive Promotion**

# Dramatically Increasing Pet Adoptions

## Get the Word Out and the People In

*Nevada Humane Society*

Through  
Feb. 15

\$25 Adoption  
Fee  
All dogs & cats  
6 months & older



*Will You Be My Valentine?*



A \$5 donation per  
handmade valentine  
card for your  
"someone special"  
will help the animals at  
Nevada Humane  
Society.

All handmade cards made by local scouts and  
students.

Nevada Humane Society • 2926 Longley Ln • Reno • 775-866-2000 • [www.nevadahumane.org](http://www.nevadahumane.org)



# Dramatically Increasing Pet Adoptions

Get the Word Out and the People In



# Dramatically Increasing Pet Adoptions

## Get the Word Out and the People In

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2025 Langley Lane, Reno • 775.856.2000 • [www.nevahumane.org](http://www.nevahumane.org)



# Dramatically Increasing Pet Adoptions

## Get the Word Out and the People In

NEVADA HUMANE SOCIETY

st. patrick's pals



March 7–17

Half price adoption fee for all animals with  
shamrock sticker

Dogs & cats \$25; rabbits \$17; hamsters/gerbils \$5

Adopt a pal on March 17 and receive  
a free gift!

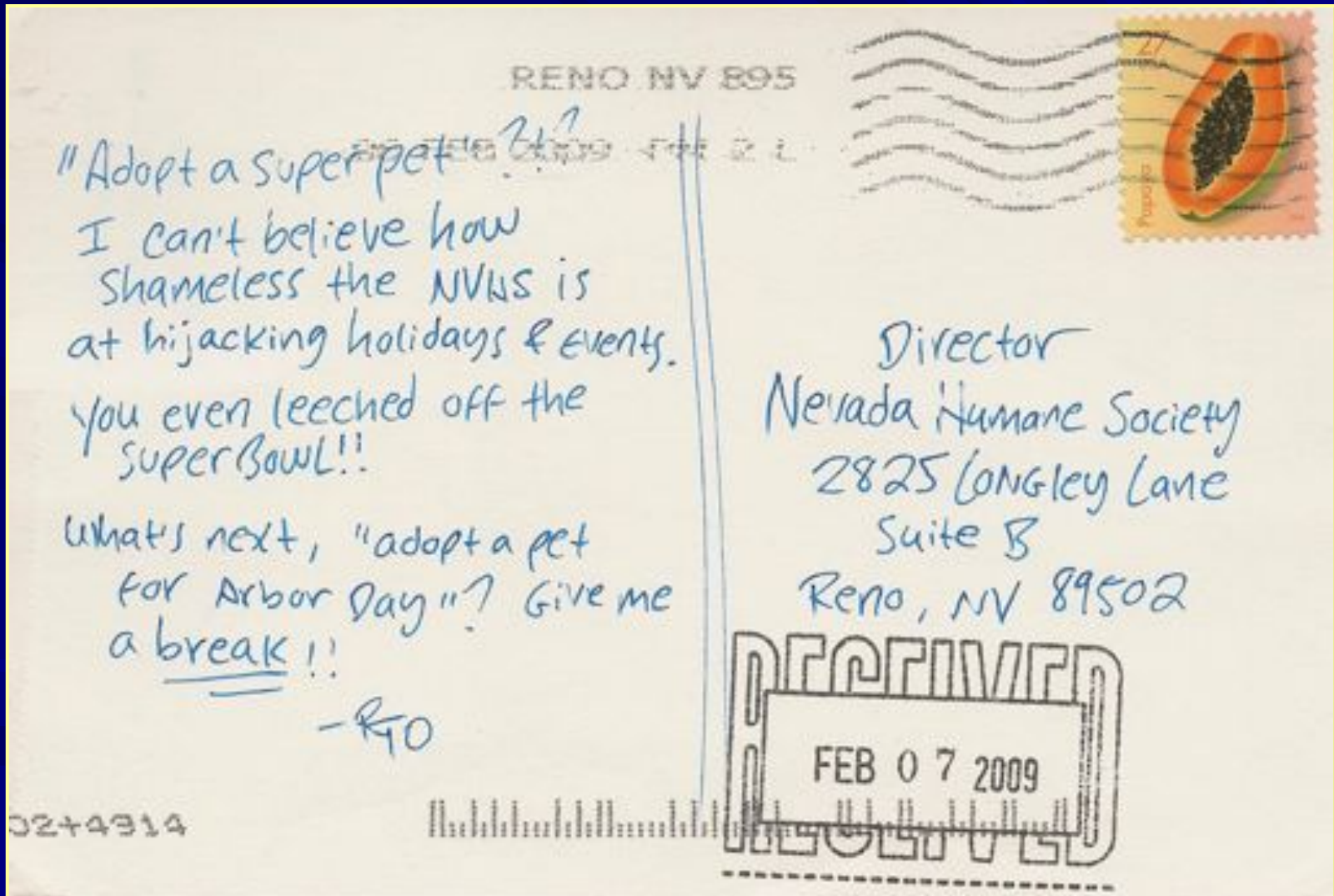
MONDAY—FRIDAY: 11am—6:30 pm  
SATURDAY: 10 am—6:30 pm SUNDAY: 10 am—4:30 pm

2825 Longley Lane • Reno, NV 89502 • 775-856-2000 • [www.nevadahumanesociety.org](http://www.nevadahumanesociety.org)



# Dramatically Increasing Pet Adoptions

Get the Word Out and the People In



# Dramatically Increasing Pet Adoptions

## Get the Word Out and the People In

### Adopt a Pet and Get a Free Tree on Arbor Day



**April 24**

Adopt a pet from Nevada Humane Society, get a certificate for a free tree from Moana Nursery and save \$10 off the regular adoption fee.

On Friday, April 24, dogs and cats will be available for adoption at Moana Lane Garden Center, 1100 W. Moana Lane., from Noon to 3 p.m.



**Shelter Hours:**

Sunday-Friday: 11am-6:30pm

Saturday: 10am-6:30pm



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# Dramatically Increasing Pet Adoptions

## Get the Word Out and the People In

**Nevada Humane Society**  
**Mother's Day Pet Adoption Special!**

Moms adopt dogs for \$20, cats for \$10  
(6 months or older)

**May 8-11**  
Mon-Fri: 11am-6:30pm  
Sat: 10am-6:30pm  
Sun: 11am-6:30pm

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# Dramatically Increasing Pet Adoptions

Get the Word Out and the People In

*Celebrate*  
**INDEPENDENCE DAY**  
*this 4th of July at  
Nevada Humane Society  
and Help Liberate the  
Shelter Animals!*


**Special Adoption Fees  
July 2nd through 8th**  
Adult Dogs - \$40  
Adult Cats - \$25  
Six months & Older  
Kittens - \$50

**Ice Cream Social July 4th**  
**Adoption Hours:**  
Every day 11am-6:30pm  
Open at 10am on Saturday

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# Dramatically Increasing Pet Adoptions

## Get the Word Out and the People In




**TRICK OR TREAT**

**HALLOWEEN WEEK OCT. 29—NOV. 4**

**NEVADA HUMANE SOCIETY**

Monday—Friday: 11am—6:30pm  
Saturday: 10am—6:30pm Sunday: 10am—4:30pm

All Adult Dogs: \$25  
All Adult Cats: \$10  
(5 years & older)




**SAFE TRICK -OR- TREATING**

**OCTOBER 31, 4 PM TO 7 PM**

**FUN FOR THE WHOLE FAMILY!**

2825 Langley Lane, Reno - 775-856-2000 - [www.nevadahumane.org](http://www.nevadahumane.org)



# Dramatically Increasing Pet Adoptions

Get the Word Out and the People In



# Dramatically Increasing Pet Adoptions

## Get the Word Out and the People In



The poster features a central graphic with a silhouette of the Nevada State Capitol building topped with a flag, set against a background of colorful fireworks. Below this graphic is a blue banner with the text 'NEVADA DAY' in white, bold, serif font, and 'Nevada Humane Society' in a smaller, white, sans-serif font below it. The entire poster is framed by a decorative border of blue diamonds.

**NEVADA DAY**  
Nevada Humane Society

**Celebrate!**  
**Adopt a Friend**  
**October 25 - 28**

Thurs/Fri: 11am–6:30pm  
Sat: 10am–6:30pm  
Sun: 10am–4:30pm




All Adult Dogs \$35  
All Adult Cats \$25  
(6 months or older)

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# Dramatically Increasing Pet Adoptions

## Get the Word Out and the People In



**Feel Uplifted:  
Adopt a pet this week at  
Nevada Humane Society**


September 7 - 16  
Monday - Friday 11am to 6:30pm  
Saturday 10am to 6:30pm  
Sunday 10am to 4:30pm

**\$25 cats and  
\$35 dogs  
six months and older**

**Adoptable  
Animals on  
PetHarbor.com**

Photo courtesy of Lindsay Nelson

Experience the love of an adopted pet.  
Visit Nevada Humane Society this week and give a paw a hand.  
2825 Longley Lane, Reno, 775 856 2000 [www.nevadahumanesociety.org](http://www.nevadahumanesociety.org)





# Dramatically Increasing Pet Adoptions

## Get the Word Out and the People In

# Hot August Nights



Photo credit: Lynsey Nelson

## Pet Adoptions

### Special Fees:

\$25 Classic Dogs  
\$45 Adult Dogs  
\$15 Adult Cats  
\$50 Kittens (one  
or pair)

Adopt a classic pet or new cruising  
buddy this week!

### August 2—10

Monday through Friday, 11am to 6:30pm

Saturday, 10am to 6:30pm

Sunday, 11am to 6:30pm

Nevada Humane Society \* 2825 Longley Lane, Reno, 89502 \* 775 856 2000 \*  
[www.nevadahumansociety.org](http://www.nevadahumansociety.org)

# Dramatically Increasing Pet Adoptions

Get the Word Out and the People In



# Dramatically Increasing Pet Adoptions

## Get the Word Out and the People In

Save an Animal and  
Save Energy



Adopt a pet from:

Pet Network, Nevada Humane Society  
or SPCA of Northern Nevada (April 22  
to December 31, 2009) and get a free  
12-pack of energy-saving light bulbs  
(while supplies last), courtesy of  
NV Energy

# Dramatically Increasing Pet Adoptions

## Get the Word Out and the People In

**MARS**  
petcare

**Adoption Day**  
at Nevada Humane Society  
Monday, September 24<sup>th</sup>

Reduced Adoption Fees!  
All Adult Dogs Only

**\$25**

with a one month supply of 

Reduced Adoption Fees!  
All Adult Cats Only

**\$25**

with a one month supply of 


Adoption Hours: 11am - 6:30pm  
2825 Longley Lane, Reno, Nevada  
775.856.2000  
[www.nevadahumanesociety.com](http://www.nevadahumanesociety.com)

  
NEVADA  
HUMANESOCIETY

# Dramatically Increasing Pet Adoptions

## Get the Word Out and the People In

**Nevada Humane Society's**  
*Hotel for Dogs*  
**Adoption Promotion**  
**January 16—18**



**Special Reduced Adoption Fee:**  
**\$35 (dogs and cats) with**  
***Hotel for Dogs* Movie Ticket Stub**

**2825 Longley Lane, Reno**  
**Hours: Sunday—Friday: 11am-6:30pm**  
**Saturday: 10am-6:30pm**

[www.nevadahumanesociety.org](http://www.nevadahumanesociety.org)  
775.856.2000



# Dramatically Increasing Pet Adoptions

## Get the Word Out and the People In

### **Adopt a "Mini Panther"** **at Nevada Humane Society** **March 6 - 11**



**Enjoy the exotic beauty of your own "Mini Panther" for just \$30**

**Adoption Hours:**

**Sunday-Friday: 11 am - 6:30 pm**

**Saturday: 10 am - 6:30 pm**

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Nevada Humane Society

### **All Dressed Up and No Where to Go!** **September 17-27**



**Adoption Fees:**

**\$30 Kittens**

**\$10 Adult Cats**  
(4 months and older)

**\$40 Adult Dogs**  
(4 months and older,  
excluding  
specially priced dogs)

Come see our beautiful black and black and white combination dogs and cats. They are dressed to the nines and awaiting that special date to go to their new homes.

**Adoption Hours:**

**Sunday-Friday: 11am-6:30pm**

**Saturday: 10am-6:30pm**



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# Dramatically Increasing Pet Adoptions

## Get the Word Out and the People In

**Nevada Humane Society Cat History Report**

**CATFAX** 

**CERTIFIED PRE-OWNED CATS**

**September 30-October 7**



**\$10 Down  
0% Financing  
No Payments!**

**Features & Specs:**

- All makes and models
- Standard 4-paw drive
- Standard FREE microchip
- 100,000 purr warranty
- Better than new!

**Multi-point inspection:**

- Spayed or neutered
- Vaccinated
- Medical check-up
- Behavioral evaluation
- General grooming
- Nail Trim

Cats 4 months and older. For a limited time only.

**Ask for a CATFAX history report  
before you adopt!**

**Adoption Hours:**  
Sunday-Friday: 11am-6:30pm  
Saturday: 10am-6:30pm

 **Nevada**  
HUMANE SOCIETY

2825 Longley Lane, Reno 775-856-2000 [www.nevadahumane.org](http://www.nevadahumane.org)

# Dramatically Increasing Pet Adoptions

## Get the Word Out and the People In

# DESPERATE HOUSECATS & DOGS

Nevada Humane Society

July 8-22

They're cute,  
playful, and some  
are just a bit...catty.

Longley Lane

Special Adoption Fee:

\$9.99 Adult Cats and \$39.99 Adult Dogs  
(4 months and older, excluding specially priced dogs)



Adoption Hours:

Sunday—Friday: 11 am to 6:30 pm

Saturday: 10 am to 6:30 pm

2825 Longley Lane, Reno - 775-856-2000 - [www.nevadahumanesociety.org](http://www.nevadahumanesociety.org)





# Dramatically Increasing Pet Adoptions

## Get the Word Out and the People In

**Kittens - \$50**  
**Adult Cats - \$10**  
(4 months & older)

**Adult Dogs - \$45**  
(4 months & older,  
excluding specially priced dogs)

**RENO**  
THE BIGGEST LITTLE CITY IN THE WORLD

**the Real House Pets**  
OF WASHOE COUNTY

**OCTOBER 8-18**

Nevada Humane Society

**Adoption Hours:**  
**Sunday-Friday: 11am to 6:30pm**  
**Saturday: 10am to 6:30pm**

 **Nevada**  
HUMANE SOCIETY

2825 Longley Lane, Reno ☎ 775-856-2000 ☎ [www.nevadahumanesociety.org](http://www.nevadahumanesociety.org)

# Dramatically Increasing Pet Adoptions

## Get the Word Out and the People In



Adopt one of the  
**PETZILLAS!**  
Nevada Humane Society  
September 4-10

Get a free  
one-month's supply  
of pet treats when  
you adopt a Petzilla!

They're cranky, cross and ready for forever  
homes. Are you up for the challenge?

**Adoption Fees**  
Adult Cats (4 months & older): \$20  
Adult Dogs (4 months & older, excluding specially priced dogs): \$40  
Petzillas: 1/2 off the above prices!

**Adoption Hours**  
Sunday through Friday: 11am to 6:30pm  
Saturday: 10am to 6:30pm

 Nevada  
HUMANE SOCIETY

2825 Longley Lane, Reno 775-856-2000  
[www.nevadahumansociety.org](http://www.nevadahumansociety.org)

# Dramatically Increasing Pet Adoptions

## Get the Word Out and the People In



**Big Love**

Experience the love of an adopted pet!

**Pet Adoptions: Dogs \$30, Cats & Rabbits \$20, Rats & Hamsters - \$5**

**June 1 - 30, 2008**  
Monday - Friday 11am - 6:30pm  
Saturday 10am - 6:30pm  
Sunday 11am - 6:30pm

Free T-shirts & water bottles for June adopters!

[www.nevadahumanesociety.org](http://www.nevadahumanesociety.org) 

# Dramatically Increasing Pet Adoptions

## Get the Word Out and the People In

**Double the Love!**



**Adopt two kittens for the price of one!**



*Adoption Hours:*

*Sunday—Friday: 11 am—6:30 pm*

*Saturday: 10 am—6:30 pm*



**Big  
Love**

A photograph of a golden retriever and a small dog, possibly a Chihuahua, sitting together. The golden retriever is on the left and the small dog is on the right.

2825 Longley Lane Reno 775.856.2000 [nevadahumanesociety.org](http://nevadahumanesociety.org)

# Dramatically Increasing Pet Adoptions

## Get the Word Out and the People In

### Family Fun Carnival at Nevada Humane Society!



**Saturday, June 27**

11 a.m. to 4 p.m.

Join us for carnival fun including a dunk tank, balloon animals, juggling, refreshments, and lots of cute and adoptable animals!

**Big  
Love**

2825 Longley Lane, Reno • 775-856-2000 • [www.nevadahumane.org](http://www.nevadahumane.org)



### *You're Invited to a Kitten Shower at Nevada Humane Society!*



Enjoy refreshments, kitten shower games and much more!



**Kitten Shower**



**Saturday, June 13**

1pm—5pm

Bring a gift from the kitten wish list on our website

**Big  
Love**

2825 Longley Lane, Reno • 775-856-2000 • [www.nevadahumane.org](http://www.nevadahumane.org)



# Dramatically Increasing Pet Adoptions

## Get the Word Out and the People In

### Nevada Humane Society's Spring Fling Adoption Promotion

April 27—May 1



Enjoy the warmth of spring with a new pet!

*Special Adoption Rates:*

**\$10 for adult cats (4 months and older) and  
\$25 for selected dogs**

**Adoption Hours:**

Sunday-Friday: 11am-6:30pm

Saturday: 10am-6:30pm



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### Dog Days of **SUMMER** Adopt-A-Buddy! Through August 24th, 2009



Monday - Friday  
11am-6:30pm

Saturday  
10am-6:30pm

Sunday  
11am-6:30pm

**Adult Dogs \$25** (Six months & older)

**Adult Cats \$25** (Six months & older)

**Kittens \$50**

**Adult Cats & Kittens 2 For The Price of 1**



Nevada Humane Society  
2825 Longley Lane, Reno, Nevada

775-856-2000 • [www.nevadahumanesociety.org](http://www.nevadahumanesociety.org)

# Dramatically Increasing Pet Adoptions

Get the Word Out and the People In

## **\$10 Adult Cats**

**6 months and older**

**August 14, 15, and 16**



**2825 Longley Lane, Reno, NV 89502**

**775 856 2000**

**[www.nevadahumanesociety.org](http://www.nevadahumanesociety.org)**



# Dramatically Increasing Pet Adoptions

Get the Word Out and the People In



**Feline Frenzy!**  
**July 10 - 20, 2008**  
Adopt a cat for just \$10! Kittens just \$50!

Spay your cat for \$10  
Neuter your cat for 5¢

Monday - Friday:  
11am to 6:30pm  
Saturday:  
10am to 6:30pm  
Sunday:  
11am to 6:30pm



**Nevada Humane Society**  
**775 856 2000**

2825 Longley Lane Reno, NV 89502



# Dramatically Increasing Pet Adoptions

## Get the Word Out and the People In

Nevada Humane Society

### Fat Cat Adoption Days



**May 12-20**

**Adopt a beautiful plus-size cat for just \$20**

Or adopt a "Fat Cat wanna be" (dog or cat) for \$40 (adult cats and dogs over 4 months old\*)

\*Excludes specially priced dogs

**Adoption Hours:**  
Sunday-Friday: 11am-6:30pm  
Saturday: 10am-6:30pm




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# Dramatically Increasing Pet Adoptions

## Get the Word Out and the People In


*Adopt a Bunny Honey!*



*Nevada Humane Society*  
*January 30—February 15*  
*Special Adoption Fee: \$25*

2825 Longley Lane Reno  
775.856.2000  
[www.nevadahumanesociety.org](http://www.nevadahumanesociety.org)

*Shelter Hours:*  
*Sunday—Friday: 11 am—6:30 pm*  
*Saturday: 10 am—6:30 pm*



# Dramatically Increasing Pet Adoptions

## Get the Word Out and the People In

I **can** make  
a difference. I can make someone smile.

I can warm your lap.

I can be a confidant.

I can change a life.

And you can save mine.



*Adopt today from the  
Nevada Humane Society!*



  
**NEVADA  
HUMANE  
SOCIETY**

775-856-2000  
NEVADAHUMANESOCIETY.ORG

2825 LONGLEY LANE  
RENO, NV 89502

# Dramatically Increasing Pet Adoptions

## Get the Word Out and the People In



Find your new best friend at the Nevada Humane Society.  
Adopt a pet today and feel great about saving a life.



NEVADA  
HUMANE SOCIETY  
2625 Langley Lane, Suite B  
Reno, NV 89502  
www.nevadahumanesociety.org

# Dramatically Increasing Pet Adoptions

Get the Word Out and the People In

*Adopt a  
Buddy!*

775-856-2000

Nevada Humane Society  
2825 Longley Ln. Reno  
[www.nevadahumanesociety.org](http://www.nevadahumanesociety.org)

A fluffy tabby cat with green eyes is on the left, and a golden retriever dog with its tongue out is on the right. Both are looking towards the camera against a blue background.

# Dramatically Increasing Pet Adoptions

## Get the Word Out and the People In



# Dramatically Increasing Pet Adoptions

## Get the Word Out and the People In

### Join us for our 2009 Pet Adoptathon!



**Nevada Humane Society**  
**May 2-3**  
**Open 36 straight**  
**hours for adoptions**



**Meet your new best friend!**

**Help us reach our goal of 200 adoptions.**

- Special low adoption fee of \$25 for adult dogs and cats (4 months and older)
- Visit the animals
- Enjoy refreshments
- Join fun activities

**Saturday, May 2 at 9 am through**  
**Sunday, May 3 at 9 pm**

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# Dramatically Increasing Pet Adoptions

## Get the Word Out and the People In

Join us for the  
**PET ADOPTATHON!**  
May 5 & 6, 2007

Come on down for 36 straight hours  
of fun and pet adoptions  
at the Nevada Humane Society!  
Music, celebrities, refreshments, kids' activities.

Adopt a dog, cat, or rabbit for just \$25!

Help us meet our goal of 200 adoptions  
from 9 AM Saturday, May 5 until 9 PM Sunday, May 6!

### Pet Adoptathon Coupon

Bring this coupon to Nevada Humane Society,  
2825 Longley Lane, Reno, NV, May 5 & 6  
and get a free goodie bag for people! and pets!



Photo by Clay Munn



# **Dramatically Increasing Pet Adoptions**

**Get the Word Out and the People In**



**Home 4 the Holidays**

# Dramatically Increasing Pet Adoptions

## Get the Word Out and the People In

### Home 4 the Holidays

**Give a pet a loving home for the holidays!**  
**December 7**  
Holiday Event/Adoption from 11am - 5pm  
Special Adoption rates through Jan. 4  
Adult Cats - \$80; Adult Dogs - \$60  
(six months & older)

**NO BEARING SUBJECT**  
**HOME 4 THE HOLIDAYS**  
**SHELTER ADOPTION HOURS:**  
Monday - Friday, 11am-6:30pm  
Saturday, 10am-6:30pm  
Sunday, 11am-4:30pm  
**PET MARKET (3. VIRTUAL) ADOPTION HOURS:**  
Monday - Friday, 2:00-6:00pm  
Sat. Sun. - 10:00am-3:00pm  
2025 Longley Lane • Reno, NV  
775-354-2000  
[www.renohumane.org](http://www.renohumane.org)

**RENO MAZDA KIA**  
Sponsored by Reno Mazda Kia  
(775) 825-1013

# Dramatically Increasing Pet Adoptions

Get the Word Out and the People In

## Home 4 the Holidays



**Home 4 the Holidays** November 23 - January 6

Adult Dogs  
(6 years or older) - \$40

Adult Cats  
(6 years or older) - \$30

And special holiday festivities!

**Nevada Humane Society**  
2825 Longley Lane  
Reno, NV  
775-856-2000

Help us make sure that all homeless pets in our community are truly Home 4 the Holidays!

# Dramatically Increasing Pet Adoptions

## Get the Word Out and the People In

### Home 4 the Holidays

Nevada Humane Society Presents...

# Home 4 the Holidays

November 28th through January 6th

Adult Cats (6 months or older)	.....	\$40
Adult Dogs (6 months or older)	.....	\$20
Kittens	.....	\$10
Puppies	.....	\$20
Hounds, Corgis, Rats, etc.	.....	\$10

*Special Holiday Features!*

Adopt a cat & make sure  
you have cats and dogs  
Home 4 the Holidays!

Adoption Hours: 10 AM - 6:00 PM  
Sun - 12:00 PM - 5:00 PM  
2823 Langley Ln., Reno  
(775) 894-2000  
www.nvhumane.org





*Nevada Humane Society Presents...*

# Home 4 the Holidays

November 28th thru January 6th

Adult Cats (6 months or older)	.....	\$30
Adult Dogs (6 months or older)	.....	\$40

Adopt a pet and make sure homeless pets  
are truly Home 4 the Holidays!

*Special Holiday Features!*




**Nevada Humane Society**  
Open every day 11am to 6:00pm  
Open at 10am on Saturdays

2823 Langley Lane, Reno NV  
Call 894-2000 for more information.



# **Dramatically Increasing Pet Adoptions**

**Get the Word Out and the People In**



**Home 4 the  
Holidays**



**1,089 Adoptions during  
5 weeks in 2008**

# Dramatically Increasing Pet Adoptions

## Challenges as Opportunities



# Dramatically Increasing Pet Adoptions Challenges as Opportunities



**The Great Orange  
Cat Rescue**



**September 18 - October 18**

**Adoptions \$10 for Adult Orange Cats**  
6 months or older

2825 Longley Lane, Reno, NV 89502  
[www.nevadahumanesociety.org](http://www.nevadahumanesociety.org)  
775 856 2000



**Great Orange Cat Rescue:  
54 Cats Adopted**



# Dramatically Increasing Pet Adoptions

## Challenges as Opportunities



# Dramatically Increasing Pet Adoptions

## Challenges as Opportunities



# Dramatically Increasing Pet Adoptions Challenges as Opportunities

## News Release

For Immediate Release: August 27, 2009

For more information contact:

Lili Walker  
775-856-2000 ext. 335



## Homes and Care Needed for 50 Cats Removed from Cold Springs Home

### Adoptions, Donations and Foster Care Needed to Help Save Cats

A Cold Springs homeowner surrendered 50 cats on August 26 and 27, 2009. Washoe County Regional Animal Services has removed the cats from the home and the cats are now under the care of Nevada Humane Society (NHS) is seeking loving homes for the cats and donations toward their care.

"The cats are in good shape and aside from a few that are a little fearful, they are very friendly kitties," said Denise Stevens, Operations Director for Nevada Humane Society. "The group includes two litters of adorable one-week-old kittens in need of foster care."

The cats are of various colors with beautiful markings. They will be available for adoption after being neutered, vaccinated, and microchipped over the next couple of days. The adoption fee for the adult cats is \$10.

"We are now in the second phase of kitten season, with kittens coming into the shelter at the rate of 20 on an average day. If you have ever considered adopting a cat or kitten, now is the time to do so. These beautiful cats all deserve loving homes," said Vonice Reed, Cat Care Manager for the Humane Society.

It costs Nevada Humane Society an average of \$200 to provide care to each animal who enters the shelter. To help cover the added expense of taking in these cats, NHS is requesting donations to help pay for additional care, food, and supplies. Donations of canned and dry cat and kitten food are also needed.

If you would like to be a part of this rescue effort by donating, adopting, or volunteering, please call Elizabeth Stamon at 775-856-2000, ext. 320 or visit the Nevada Humane Society shelter at 2825 Longley Lane in Reno from 11:00 am - 6:30 pm daily (from 10:00 am on Saturdays).



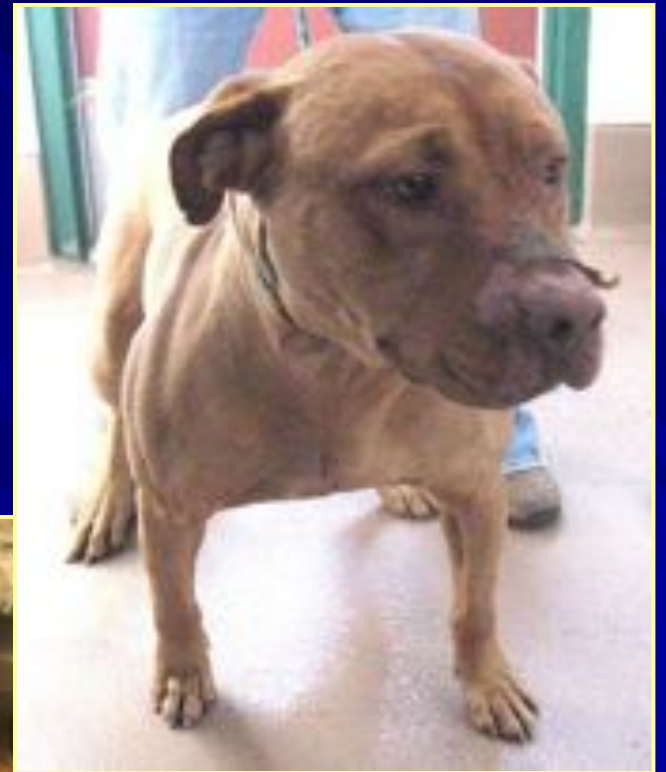
# Dramatically Increasing Pet Adoptions

## Challenges as Opportunities



# Dramatically Increasing Pet Adoptions

## Challenges as Opportunities



# Dramatically Increasing Pet Adoptions Challenges as Opportunities

## Pardon the Road Construction on Longley Lane

**September 18-20**

**Nevada Humane Society is waiving adoption  
fees for adult\* dogs and cats going to  
loving homes  
\*4 months and older**



**Come on down—enjoy some ice cream and adopt a  
new best friend for free!**



**Adoption Hours:**  
Sunday-Friday: 11am-6:30pm  
Saturday: 10am-6:30pm



2825 Longley Lane, Reno • 775-856-2000 • [www.nevadashumanesociety.org](http://www.nevadashumanesociety.org)



# Dramatically Increasing Pet Adoptions Challenges as Opportunities

NEVADA

6A

RENO GAZETTE-JOURNAL.RGI.COM

FRIDAY, SEPTEMBER 18, 2009

## Don't Let Construction Keep You From Your Forever Friend

During this busy construction season we want you to know that Nevada Humane Society remains open for business. We have many wonderful animals looking for forever homes. So come visit us and adopt that special pet. The animals really need you.

### Special adoption pricing this weekend!

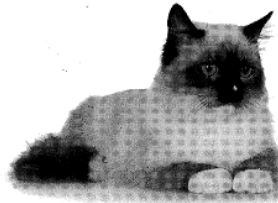
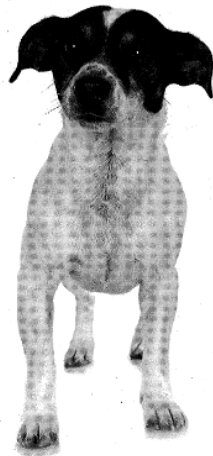
Road Construction Special: Free pet adoptions for adult dogs and cats to loving homes  
Friday, September 18 - Sunday, September 20.

Adoption Hours: Sunday through Friday: 11AM-6:30PM and Saturday: 10AM-6:30PM  
*All animals are spayed or neutered, vaccinated and microchipped.*

2825 Longley Lane between Rock and Mira Loma  
775-856-2000

We look forward to the completion of the Longley Lane project in October 2009. These improvements will greatly enhance both the business and residential communities. Thank you for supporting Nevada Humane Society.

[nevadahumanesociety.org](http://nevadahumanesociety.org)



**SNC**  
SIERRA NEVADA CONSTRUCTION, INC.

2055 east greg street  
sparks, nv 89431  
775-355-0420 phone  
775-355-0535 fax

nv. lic. #25565 co. lic. #593393

# Dramatically Increasing Pet Adoptions

## Get the Word Out and the People In

**PET OF THE WEEK!**



**ADRIAN**  
 Hello, I'm Shady, an 11 year old neutered, black and white pit bull terrier mix. I am friendly and affectionate, know some commands, and enjoy riding in cars. I'm looking for my forever home. Will you adopt me today?

**NEVADA HUMANE SOCIETY**



**National Volunteer Week:  
 Special Adoption Fees  
 50% off Adult Cats & Dogs**  
 (Over months and older)

**8 years old and older: pit bull's & it's mix!**  
 Sunday-Friday, 11 am-4:30pm  
 Saturday, 10am-4:30pm

**2825 Longley Lane • Reno, NV  
 775-856-2000**  
[www.nevadahumanesociety.org](http://www.nevadahumanesociety.org)  
 View more animals at [www.petfinder.com](http://www.petfinder.com)

**RENO MAZDA KIA**  
 9475 S. Virginia St. • (775) 828-9666

Sponsored by Reno Mazda Kia

**PET OF THE WEEK!**



**MAYALEN**  
 Hi, we're Darnay and Darnay - 14-week-old brothers. We are very affectionate, quite adorable, and love to play. We are looking for a special loving family that will allow us live and play together forever.

**SPIC**  
 Classic!

**ADRIAN**  
 Adult Dog for  
 Adult Cat \$15  
 (6 months & older)

**KITTYHOLE \$89 (get 2 for the price of one)**  
 Open every day... 11am-4:30pm  
 Last spot 12/15/10 @ 10:00!

**2825 Longley Lane • Reno, NV  
 775-856-2000**  
[www.nevadahumanesociety.org](http://www.nevadahumanesociety.org)  
 View more animals at [www.petfinder.com](http://www.petfinder.com)

**RENO MAZDA KIA**  
 9475 S. Virginia St. • (775) 825-1013

Sponsored by Reno Mazda Kia



# Dramatically Increasing Pet Adoptions

## Get the Word Out and the People In



# Dramatically Increasing Pet Adoptions

## Get the Word Out and the People In



# Dramatically Increasing Pet Adoptions

## Challenges as Opportunities



**Highlight Individual Pets**

# Dramatically Increasing Pet Adoptions

## Challenges as Opportunities



**Highlight  
Individual  
Pets**



# Dramatically Increasing Pet Adoptions

## Challenges as Opportunities



## Highlight Individual Pets



# Dramatically Increasing Pet Adoptions

## Challenges as Opportunities

### Could you love a beautiful lady with an attitude?

"My name is Miss Kitty.

I have been a long time resident of the shelter and would really love a home of my own. I used to be an office kitty back in the old building. Since we moved to this building I have been living in one of the Cat Colonies.

The reason I have been here so long is that I have attitude! Most people do not understand me. I need someone who will give me some space. I can be affectionate on my own terms, but sometime I become over stimulated and can nip or scratch.

I would prefer to live with only a few other kitties. I'm not crazy about the idea of living with a lot of other cats.



Could you be the right person to love me, attitude and all?"

Highlight  
Individual Pets

# Dramatically Increasing Pet Adoptions

## Challenges as Opportunities

### Highlight Individual Pets

♪♪ *“Won’t you  
look over this cat  
named Clover,  
Who’s been  
overlooked  
before?”* ♪♪

- John Sandler, NHS  
volunteer, inspired by  
tune “I’m Looking Over a  
Four-Leaf Clover”



# Barn Cat Adoptions



## **Non-Toxic Pest Control - Adopt a Barn Cat:**

A feral cat will keep your property rodent free for the price of daily cat food, and you'll be saving a life. Nevada Humane Society is seeking outdoor homes

with a barn, shed, or other shelter for healthy, neutered, & vaccinated feral cats. If you would like to adopt a barn cat or two, please call 775-856-2000, ext. 200.



**BARN CATS: Non-toxic pest control. Spayed/Neutered and vaccinated. Nevada Humane Society 775-856-2000 ext. 336**



# Barn Cat Adoptions



## Adopt a Barn Cat Non-Toxic Pest Control and Save a Life

Feral cats are unsocialized cats who were born outside without a lot of human contact. While these kitties do not want to curl up on your lap, they still love life and want a place to call home. Once in an animal control shelter, most feral cats are put down because they would not make a good house pet. But you can adopt one or more cats to live outside on your property and save their lives!

Additionally, for the price of daily cat food, they will keep your out-buildings or stable rodent free.

We have several beautiful, healthy, neutered and vaccinated feral cats that are looking for outdoor homes with a barn, shed, or other shelter.

If you would like to adopt a barn cat (or several) contact **Nevada Humane Society**, e-mail [info@nevadahumanesociety.org](mailto:info@nevadahumanesociety.org) or phone 775-858-2000 ext. 336.



Be prepared for a brief period of adjustment. Moving to a new home is stressful for anyone, cats included! After a short stay in secure confinement, the cats will accept their new home and be doing their rodent patrols with enthusiasm. Help will be provided during the relocation process.  
Photos by Our News

# Dramatically Increasing Pet Adoptions Someone for Everyone

***“Stay  
committed to  
your principles,  
but stay flexible  
in your  
approach.”***

***-Tom Robbins***



# Dramatically Increasing Pet Adoptions Someone for Everyone

**Believe!**





**Contact Information:**

**Bonney Brown, Executive Director**

**775-856-2000 Ext. 319**

**[bbrown@nevadahumanesociety.org](mailto:bbrown@nevadahumanesociety.org)**



A no-kill shelter creating a no-kill community.

