

BUILDING A NO KILL COMMUNITY

Susanne Kogut
Executive Director





Beginning 2005, we were out of shape

- 5,000 animal intake; small community of 130,000
- Pound, cannot control intake; no space
- Euthanizing more than half off all cat/kitten intake
- Not enough foster homes
- Volunteers and staff at odds
- 50% of adopted animals unaltered
- Hours limited; poor Customer Service
- No marketing, no intake counseling
- Unfriendly staff, judgmental adoption policies
- Financial deficit

Just Do It!!!

Proven No Kill programs

- Accessible adoption hours (after work; both weekend days and Holidays)
- Foster Care
- Good customer service
- Adoption marketing/active media presence
- Optimal animal care and operational efficiencies
- Spay/neuter (including TNR)

Belief, Passion and Determination

- Other communities have accomplished; with diverse demographics
 - ★ San Francisco (CA),
Tompkins (NY), Reno (NV);
Virginia: Charlottesville,
Richmond, Orange County
- Passion to save lives
- Set audacious goals

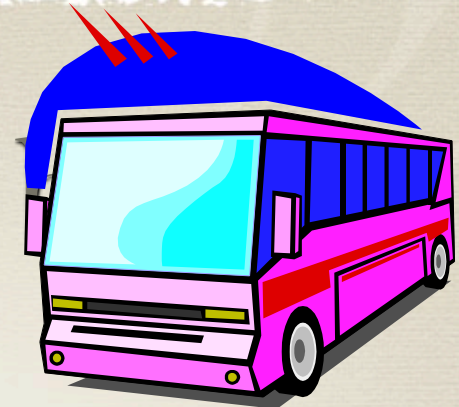


Basic Principles

- Focus on the positive
- Change your Vocabulary (Eliminate: can't because and will not work)
- Solutions not Excuses
- Atmosphere of Empowerment
- Policies versus Guidelines
- Keep it Movin'
- Spirit of Determination
- Let go of the past



Who will be on your



■ Get the right people on

- Good to great: key factor is not how much you pay, but who you have on the bus
- Great companies - focus on getting and keeping the right people... “those who are productively neurotic, self-motivated, self-disciplined... who wake up every day compulsively driven to do the best they can simply because it is part of their DNA.”*
- Courage, the ability to face danger, difficulty, uncertainty, or pain without being overcome by fear or being deflected from a chosen course of action

■ Get the wrong people off

- Discourage: 1) to tend to prevent something from happening by making it more difficult or unpleasant; 2) to try to stop somebody from doing something; and 3) to make somebody feel less motivated, confident, or optimistic

■ In the right seat

* Good to Great and the Social Sectors, A Monograph to Accompany Good to Great, Jim Collins

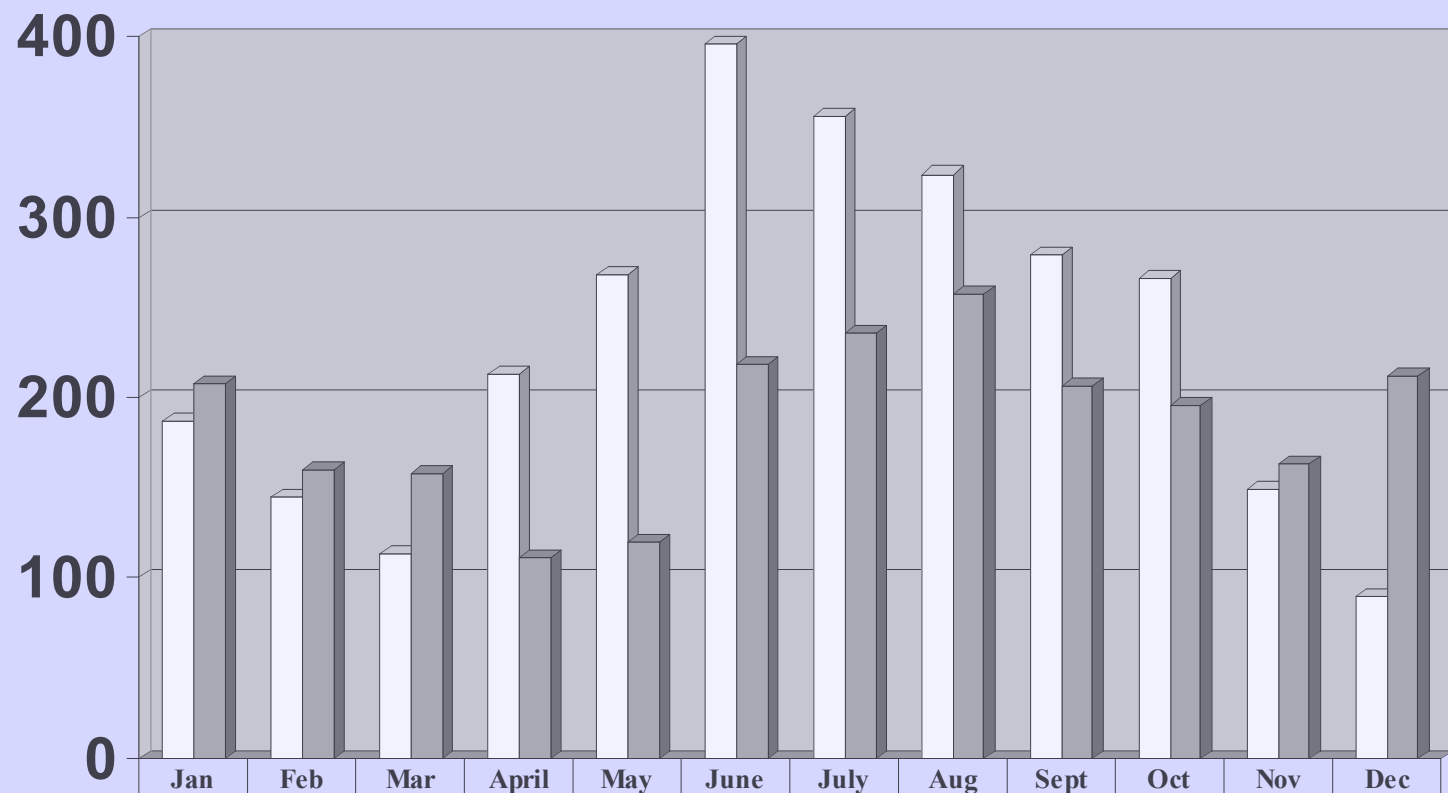
Why is foster care needed?

- Limited space
- Limited staff and resources
- Recover from medical conditions
- Animal needs socialization
- Underage animals need extra TLC

SPACE, SPACE, SPACE



Cats Incoming vs. Adoptions, RTO's & Transfers 2007



□ Incoming	187	145	113	213	268	396	356	324	279	266	149	90
■ Adoptions, RTOs & Transfers	208	160	158	111	120	218	236	257	207	196	163	212

Foster Care



	2004	2005	2006	2007	2008
Total Animals	4643	4813	4889	4885	4515
Total Animal in Foster	300	992	1407	1578	1489
Total Instances			1790	1996	1925

Customer Service

- ☒ Welcoming
- ☒ Immediate
- ☒ Listen
- ☒ Helpful/Solution Oriented/Positive
- ☒ Non-judgmental
- ☒ Thankful



The Never-Ending World of Marketing

YouTube/Videos

Television/
Public
Access TV

Flyers

Rotary

Radio

Blogs

Twitter

Restaurant Place Mats/Tents

Outside Adoption Events

Press Releases

Newspaper

Dominos Flyers

Association/
Neighborhood
Letters

Adoption Specials

Facebook

Foster Care Postcard



We Knead you



Post Card Back



**We'll Provide the Pets,
You Provide the Love**

Are you smitten with kittens? Spring has sprung and the orphaned kittens of our community need your help. All they're asking for is a spare room where they can play and grow!

**Help us save lives, become a
Foster Parent Today!!!**

For more information on how you can save a life please contact us at 434-973-5959 ext. 256 or send an email to foster@caspca.org



Working Cats in Need of Homes

Some cats need a job. Rodents can wreak havoc on nurseries, gardens and farms. Our cats can help with this problem!

Working/Barn Cats are free to good homes and include spay/neuter and initial shots.



Purrin at Pantops in the Pantops Shopping Center and the Charlottesville-Albemarle SPCA on Berkmar Drive we have outdoor only, indoor/outdoor cats, kittens and family cats

Open daily 12-6:00. For more information call 293-2252 for Purrin at Pantops or 973-5959 for the main shelter on Berkmar.

*Come find someone who loves you at the Charlottesville-Albemarle SPCA
www.caspc.org*

\$25 Spay/Neuter for Cats



Applies to Albemarle County and the City of Charlottesville.

Offer ends May 31st

Rabies shot included

Call 964-3333 today
or register online at www.caspc.org

*income qualified residents only.



Purrin at Pantops



Adoption Events



Adoption Events



SPCA Mad Catter Tea Party



You're invited to a
very important date
Saturday, March 20th
12 pm – 6 pm
3355 Berkmar Drive

Bring in your movie
ticket stub from Alice
in Wonderland and
your adoption is free!



Satellite Locations:
Purrin at Pantops
Pantops Shopping Center

Rummage Store
943 Preston Ave.

Fun and festivities
for the Family



Chicken fingers and
iced tea
1 pm – 4 pm





Adoption Specials

- * Cap and Hound
- * Bark back to School
- * Fat Cat Adoption
- * Big Dogs Rule
- * Happy Mew Year -- Cat's \$20.10
- * Playmate price/Two for One
- * Black Cat Special
- * New Year's Tuxedo Cat Special

Back to School Adoption Specials



Come find someone
who loves you!

We are discounting our adoption fee
for kittens, adult dogs and cats by \$25.
Plus a two for one special on all kittens.
Bring in a homework assignment or test
with a B or better in the month of September
and receive an additional \$15 off your adoption.
(One discount per household permitted, puppies
not included in this promotion)

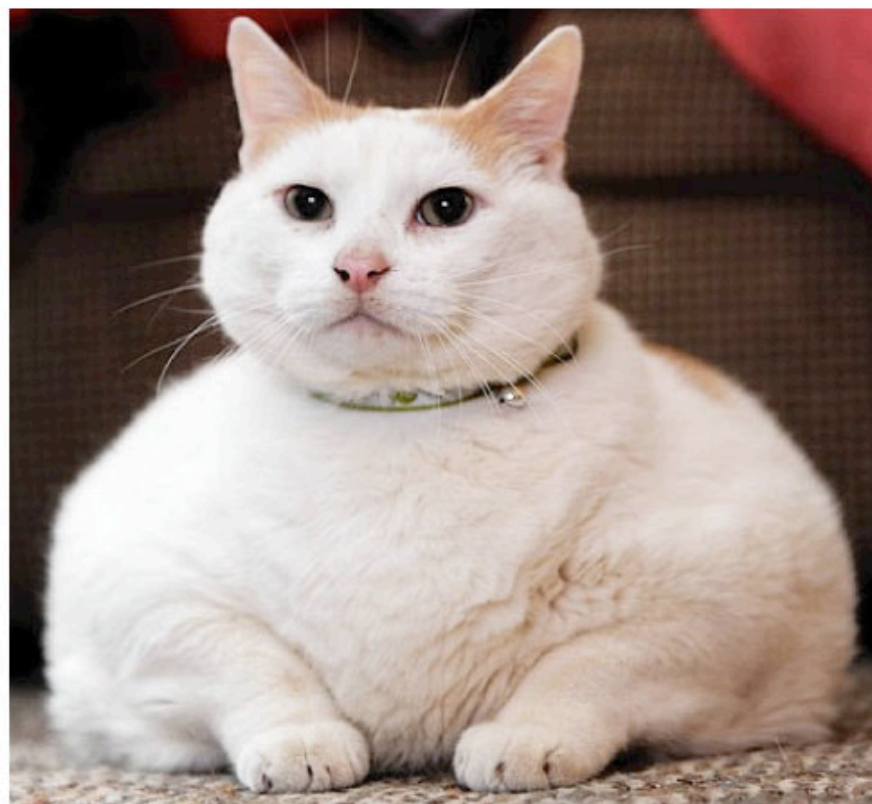
Purrin at Pantops
Pantops Shopping
Center
open daily
293-2252

CASPCA
3355 Berkmar Drive
Open daily, 12-6
973-5959

Petsmart
Hollymead Town
Center
Open Daily



Adopt Your Own SPCA Heavy Weight Champion



Cats 10 lbs or more are \$35

Visit the main facility on Berkmar Drive or at
Purrin' at Pantops in The Pantops
Shopping Center
PetSmart in Hollymead
and our Rummage Store on Preston Ave.





WINTER OLYMPICS ADOPTION SPECIAL

Adoption Fees
reduced daily
depending on how
many medals Team
USA wins!!!



Follow us on
Facebook or
Twitter to find the
daily discount.



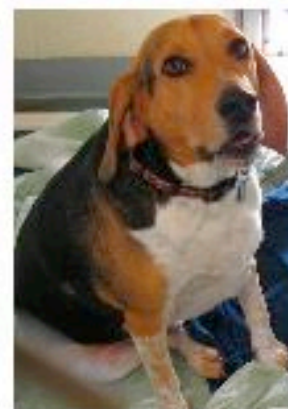
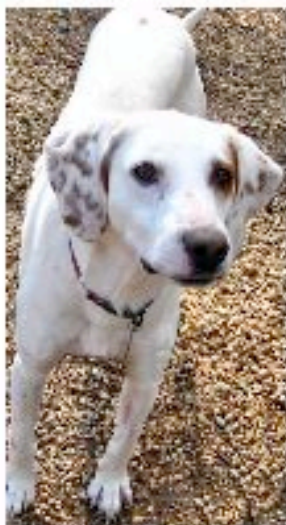
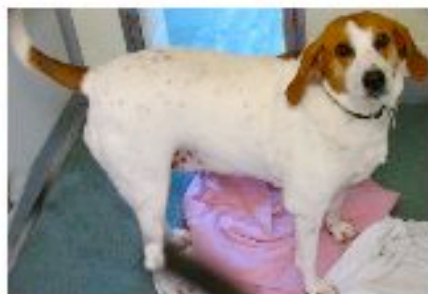
CASPCA
434-973-5959

Purrin at Pantops
434-293-2252

The Rummage Store
293-8475



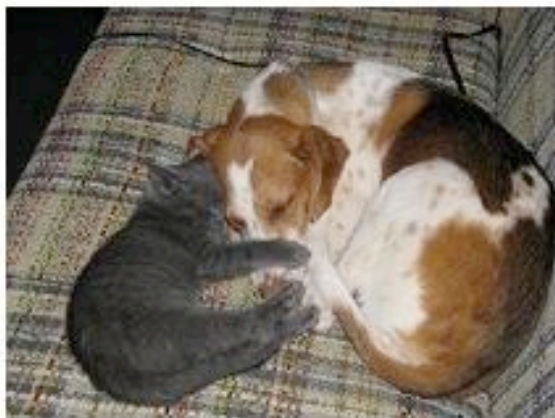
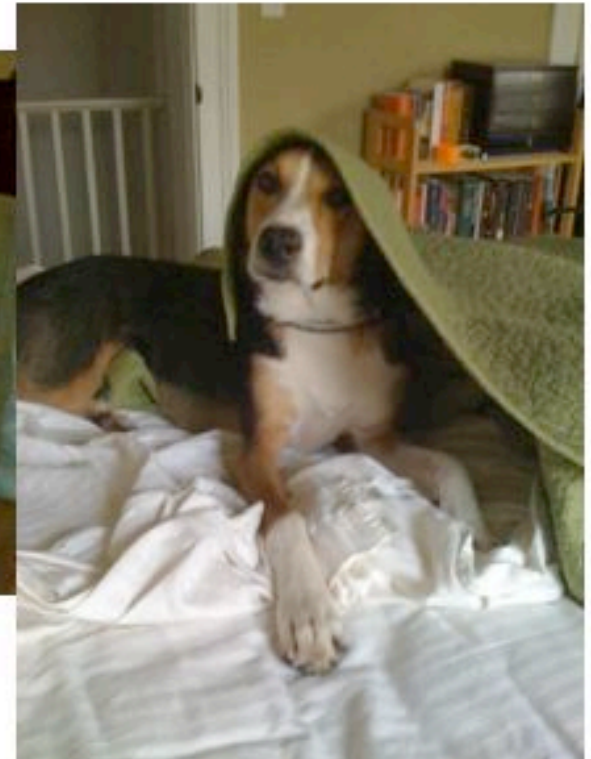
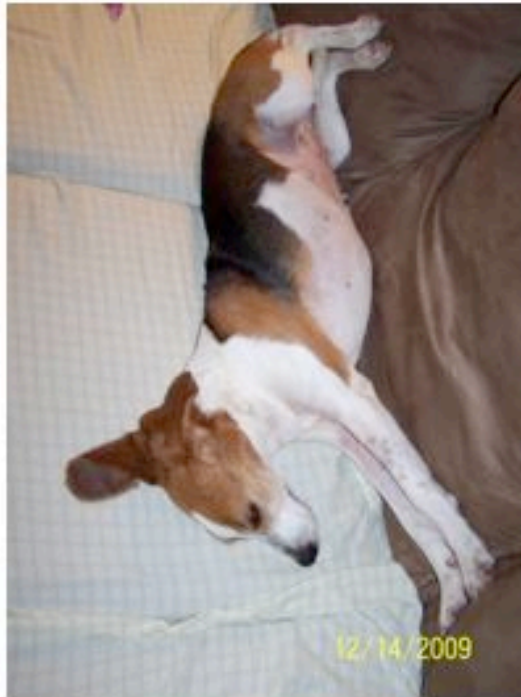
Elvis' Birthday "Hound Dog" Special



*Thank you very
much*

All Hound Dogs \$20.10 during January

Hunting Dog or Couch Potato



**Hounds, previously
adopted from the SPCA,
have made their decision**

Charlottesville, VA
DailyProgress.com
What's next.

Deal Taker
The Place For Coupons & Deals!
Save Money on Tax Software
Click Here to Save Now

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Classifieds Jobs Real Estate Shopping/Deals Cars

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Quick Links:

Monday, April 12, 2010 | Charlottesville, VA 70° Feels Like: 70° Clear

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VIRGINIA FOOTBALL 2010
SEASON TICKETS ON SALE NOW!
Options for Every Football Fan
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Columnists

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Area SPCA shelter wants to hound you

By [BRYAN MCKENZIE](#)
Published: April 11, 2010

» 0 Comments | [Post a Comment](#)

They've lent their name to a song, a film, a guitar and even a guided nuclear missile and now they're overpopulating the Charlottesville-Albemarle SPCA.

Hound dogs — beagles, harriers and foxhounds — are the Snoopys, Droopys and Huckleberrys of the canine world. They're also the predominate breed populating the Society for the Prevention of Cruelty to Animals' Berkmar Drive headquarters and they're on sale.



BRYAN MCKENZIE — THE DAILY PROGRESS

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Route 29 North of Rio Rd
951-1050

THE WORKS
FUEL SAVER PACKAGE
\$39.95

Spring Car Care Inspection \$44.97

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- [Mechanic faces attempted murder charges in parkway shooting](#)

010/02/isis-enjoying-life-with-her-foster.html

RSS

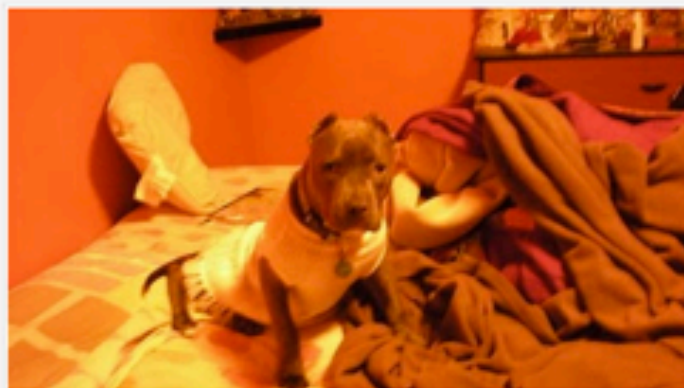
Google

rity! Charlottesville...emarle SPCA Maine Vacation Facebook Home Yahoo! Google Virginia Shelter Buddy AOL.com - ...ome to AOL MMM CASPCA A Servant's ...t Leadership

Google Calendar

WebMail - Inbox : 677/4

Isis enjoying life with her foster family!



Community Blog is for the sharing of information regarding SPCA news, events, and fostering activities, and also for animal lovers who would simply like to share their animal-related experiences. You may [request to become a blog team member](#) and author your own original posts for the blog. Anyone may leave comments on any post on the blog, and we encourage you to do so. You need only to create a (free) Google account user ID and password to comment on any post. All comments will be subject to review before being published however, and we reserve the right to reject comments if deemed inappropriate. Trolling, soliciting, or unrelated social/political comments would be examples of inappropriate content and will be rejected.

Contributors

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[Jenni](#)
[Ellen](#)
[The Lazy Vegetarian](#)

Charlottesville SPCA on
facebook

Links

Monday, March 01, 2010

Wrigley

The following letter was received from Jeremy & Kerry Stockwell from Falls Church, VA

I came across the CASPCA blog today and thought I'd send along an update on Jack, whom we adopted in January 2009. We found him on Petfinder.com and immediately fell in love with his big-headed, short-legged little brown self. We re-named him Wrigley - originally because Jeremy is a Chicago Cubs fan, but as we came to learn, his entire doggy body tends to "Wriggle" when he's really happy. It's quite adorable and just one of the many things we love about him.



We really can't imagine life without Wrigley. He recently learned to roll over -- now it's the only trick he ever wants to do (I think he likes the treat AND belly rub combination reward). He goes running with Jeremy often, and we take him to the dog park a few days each week. He is obsessed with swimming - in the warmer months he'll stay in the water for a couple hours, like a little kid at the

About This Blog

The Charlottesville Albemarle SPCA Community Blog is for the sharing of information regarding SPCA news, events, and fostering activities, and also for animal lovers who would simply like to share their animal-related experiences. You may [request to become a blog team member](#) and author your own original posts for the blog. Anyone may leave comments on any post on the blog, and we encourage you to do so. You need only to create a (free) Google account user ID and password to comment on any post. All comments will be subject to review before being published however, and we reserve the right to reject comments if deemed inappropriate. Trolling, solidting, or unrelated social/political comments would be examples of inappropriate content and will be rejected.

Contributors

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The Charlottesville-Albemarle SPCA is located at 3355 Berkmar Drive. We are open 12-6 daily. Please visit www.caspsa.org

Information

Founded:
1914

Insights

See All

9.3★★★★★
Post Quality

150
Interactions
This Week

Most Active Cities

Charlottesville 96

Charlottesville-Albemarle SPCA

Wall Info Photos Boxes Notes Video >> +

What's on your mind?

Attach:

Everyone

Share

Options



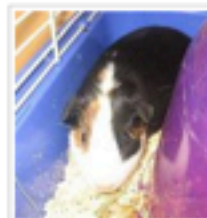
Cindy Robertson Clatterbuck Happy National Pet Parent's Day :)

Yesterday at 10:23am · Comment · Like · Report



Charlottesville-Albemarle SPCA Another week of Adoptions, Ready? OK. Dogs - Leland, Rhys, Buster, Collier, Cassidy, Lulu, Motley, Chester, Six, Piper, King and Beatrix Potter*. Puppies - Blossum, Joey, Jackie, Rose, Cali and Will. Cats -- Chatty Kathy, Charlotte, Francis, Rain Cloud, Marian*, Turtle, Pappy, Felix, Big Momma Gall, Costanza, Erwin...

See More



4/19-4/25

Sun at 9:13pm · Comment · Like · Share

Jackie Bennett and 27 others like this.

View all 14 comments



Sarah Key WONDERFUL :) More lucky people's lives have been enriched with these loving additions to their families!

Get More Connections

Get more people to like your Page with Facebook Ads! Preview below.

Charlottesville-Albemarle SPCA



Oh so close to 3,000 Fans. Do you have any friends that may enjoy learning more about our SPCA? Let them know about our Facebook...

Susanne Kogut likes this.

Like

Chat (12)


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The SPCA Rummage store was established to support the mission of the Charlottesville-Albemarle SPCA. You can help the animals -- just Shop or Donate Today!!!

Information

Location:
943 Preston Avenue
Charlottesville, VA

Phone:
434-293-8475

Tues - Sat:
10:00 am - 6:00 pm

Insights

[See All](#)

82.1 ★★★★★
Post Quality

10 Interactions
This Week

Most Active Countries

United States 11

Insights are visible to page admins only.

11 Friends Like This

6 of 11 Friends

[See All](#)

[SPCA Rummage + Others](#)
[SPCA Rummage](#)
[Just Others](#)
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SPCA Rummage Although Leland enjoyed the customer service aspect of the Rummage Store, he really believed more in the Spanish tradition of Siesta. So he decided to give it a try right behind the register. Luckily for Leland, he was rescued from a life of working for a living and was adopted by a nice man, who promised him a life ...

[See More](#)


April 23 at 8:20pm · Comment · Like · Share

2 people like this.



Pat Graham Congratulations Leland's new human. Looks like you have a winner!

April 23 at 8:25pm · Delete · Report



Kasha Viets-Wood That is just awesome!!!!!!

April 23 at 8:49pm · Delete · Report

Write a comment...



SPCA Rummage After an extensive search, meet our newest cashiers hired at the SPCA Rummage Store.



April 21 at 3:28pm · Comment · Like · Share

your Page with Facebook Ads! Preview below.

SPCA Rummage



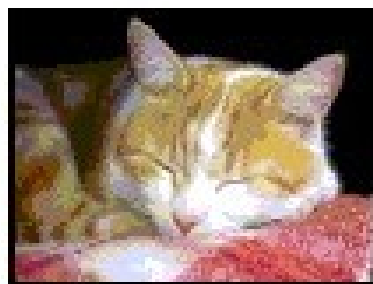
SALE TODAY ONLY
(Saturday April 17th) --
Table Boutique Half Price!!

Susanne Kogut likes this.

Like

OLDIES BUT GOODIES!

SENIOR PETS
STILL *ROCK*...
BETWEEN NAPS!



"Call me for dinner...."



"Elvis has left the building...to go home with you!"



SENIOR PETS ARE **FREE**
DURING NOVEMBER!

WANTED

A LOVING HOME



NAME: Stan

ENJOYS: Leisurely Activities

Stan is an adult male Coonhound Cross who enjoys couch time and the occasional squeaky toy. Stan does well on walks, but would be just as content sitting on the porch with his human companion watching the neighborhood. For someone looking for a sweet older gentleman, Stan's your man.



**TO MEET STAN OR ANY OF HIS OTHER ADORABLE
PALS, PLEASE VISIT THE CSPCA.**

3355 Berkmar Dr. | 434-964-3330 | www.caspc.org



Rochelle

Quick Recap

- * No Excuses - “Too many animals and not enough homes”
- * Focus on the Positive
- * Focus on Solutions - Adapt your programs for your community
- * Foster, Market and Adopt
- * Grow, Learn and Improve
- * Create an Animal Fun Center

Just Do It!!!

Animal Fun Center



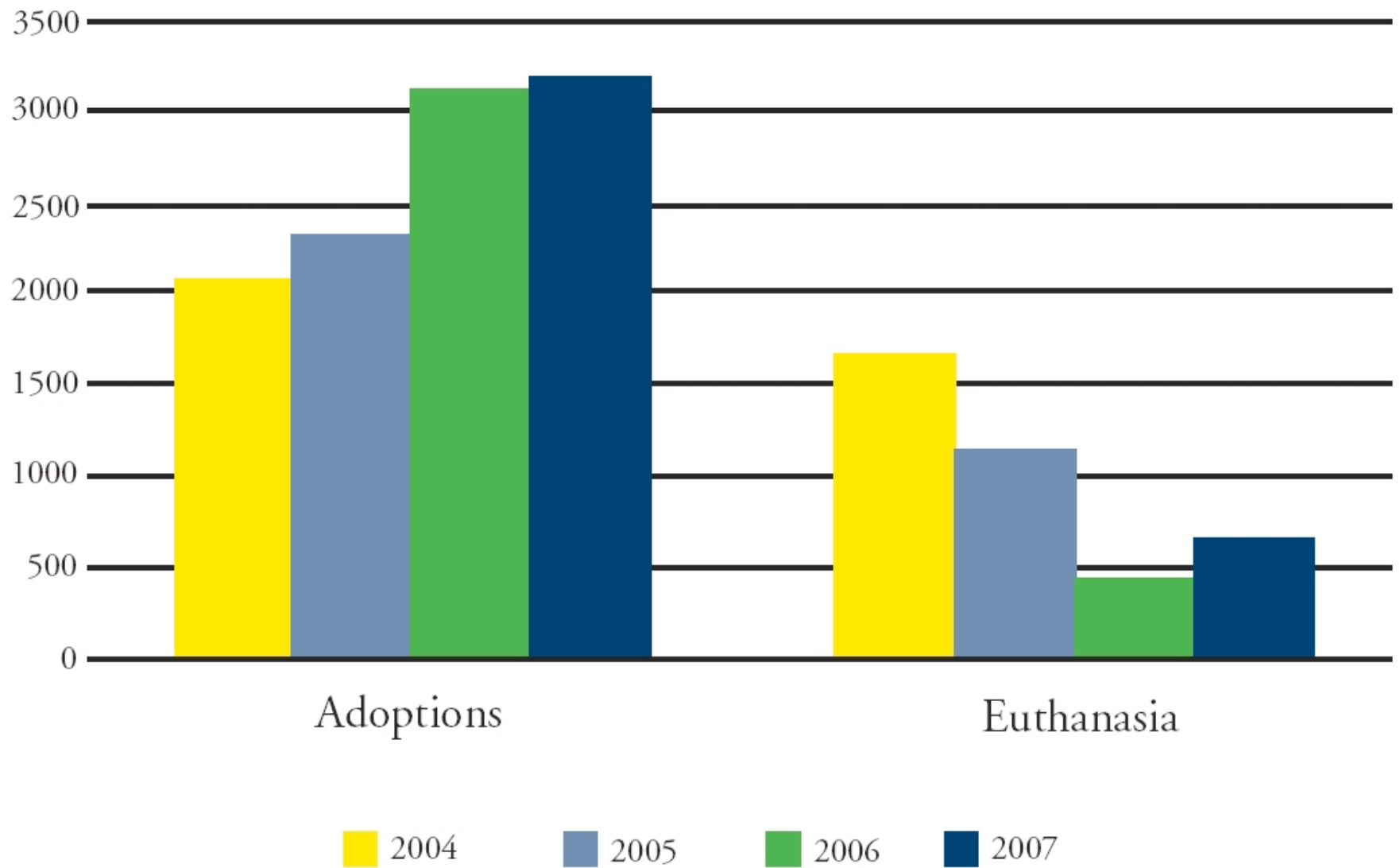
Jim Collins -- final quote

From Good to Great:

“Greatness is not a function of circumstance. Greatness, it turns out, is largely a matter of conscious choice, and discipline.”

Jim Collins.

ADOPTION AND EUTHANASIA RATES 2004 - 2007



SPCA'S TOTAL SAVE RATE COMPARED TO SAVE RATE IN THE COMMONWEALTH OF VIRGINIA¹

