A close-up photograph of a small, light-colored kitten being bottle-fed. A person's hand is visible, holding a purple and white patterned bottle to the kitten's mouth. The kitten is looking up at the bottle. The background is a soft, out-of-focus blue and white.

Flattening
the kitten curve
while spay/neuter
is on hold.

Join us.
Wednesday, April 15
3 PM EST



Think kitten season is a holiday?

Think again.

**It's when shelters are overwhelmed
with kittens born in the spring.**

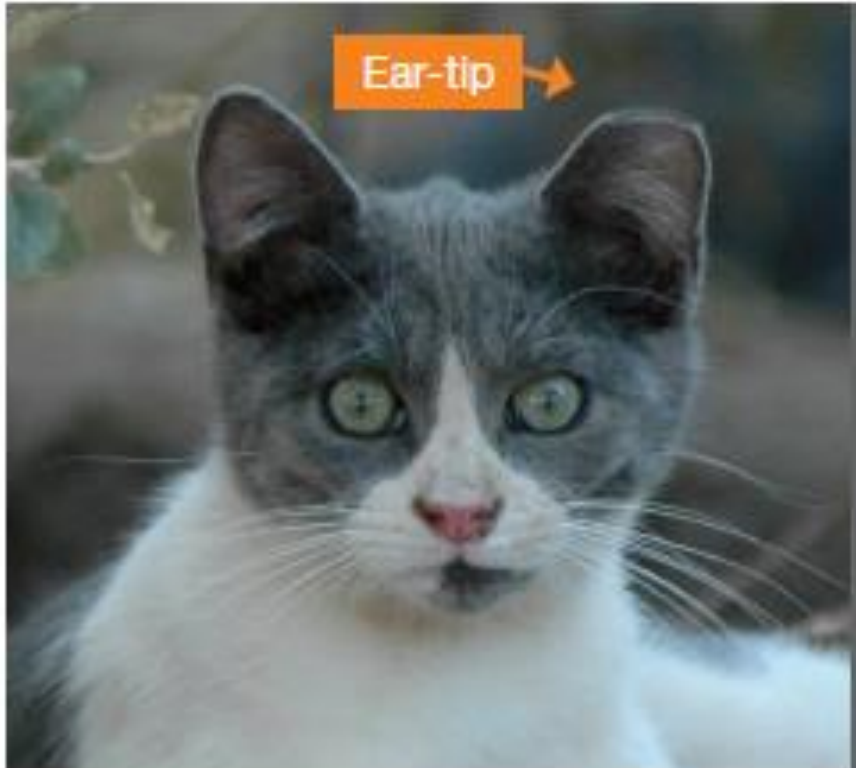
Flattening the kitten curve while spay/neuter is on hold

Fix your cat by four months to prevent accidental litters!

Getting Social on Social Media

- Ask people to get 5 friends to fix their pets
- Remind people to keep unaltered males and females separate
- Explain kitten season
- FB live videos
- SAMPLES:
- facebook.com/WhenToSpay

Spread Your Message



Flattening the kitten curve while spay/neuter is on hold



FAST FACT!

Severely complicated births occur with about 5% of litters, but the incidence increase up to 85% for some breeds.

In 60% of these cases, a c-section must be performed. Spaying is a simple fix to this life-threatening issue.

Brought to you by: WhenToSpay.org

Keep it Simple

- **Online Training Videos**

- www.bestfriends.org

- [Session 1: Making Formula](#)
- [Session 2: Bottle Feeding](#)
- [Session 3: Bottle Washing](#)
- [Session 4: Gruel Feeding](#)
- [Session 5: Syringe Feeding](#)
- [Session 6: Oral Medication](#)
- [Session 7: Temperature Taking](#)
- [Session 8: Hydration](#)
- [Session 9: Fluids](#)
- [Session 10: Enema](#)



Get Real



Free Templates

- Check out HeART's Speak's free templates and marketing support

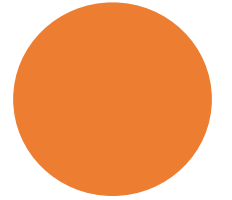


Sample Posts and Tweets

- Surprise! Cats and dogs can get pregnant earlier than most people think! Learn [#whentospay](#)
- Oops! 50% of litters are not planned. Do you know when your pets should be fixed?

Promote Pledge to Help Cats

- [Bestfriends.org/actionteam](https://bestfriends.org/actionteam)



Kindness Cards

- Put in your neighbors' door offering help with pet food, fixing cats

Hello neighbor! Are you quarantined or self-isolating due to COVID-19? I can help.



My name is _____
I'm a member of the 2025 Action Team; I love my community and want to support the pets and people in it. If you need help for yourself or your pet(s),

contact me at _____

I can help with the following:

Pet food	Dog walking	Grocery/meal pickup	_____
Pet supplies	Pet transportation	Senior assistance	_____

Coronavirus is contagious. As such, I will maintain social-distancing (6ft.) and wash my hands regularly with soap and water. Any supplies requested will be left at your door. This service was inspired by the #ViralKindness movement, in an effort to provide support for pet owners during this time of crisis. Please reach out if you can use my help! For more information, visit bestfriends.org/covid19.



Hello neighbor! Are you quarantined or self-isolating due to COVID-19? I can help.



My name is _____
I'm a member of the 2025 Action Team; I love my community and want to support the pets and people in it. If you need help for yourself or your pet(s),

contact me at _____

I can help with the following:

<input type="radio"/> Pet food	<input type="radio"/> Dog walking	<input type="radio"/> Grocery/meal pickup	<input type="radio"/> _____
<input type="radio"/> Pet supplies	<input type="radio"/> Pet transportation	<input type="radio"/> Senior assistance	<input type="radio"/> _____

Coronavirus is contagious. As such, I will maintain social-distancing (6ft.) and wash my hands regularly with soap and water. Any supplies requested will be left at your door. This service was inspired by the #ViralKindness movement, in an effort to provide support for pet owners during this time of crisis. Please reach out if you can use my help! For more information, visit bestfriends.org/covid19.



Planning for Ramp Up

- How are you going to handle the influx of need and pent up demand?
- Can you schedule some extra days or blitzes?
- How will you handle those who may need additional financial help? Can you run some specials?
- Join us 4/29 for to talk through new social distancing s/n.
- Make masks now for your staff. Sign up for online pharmacy.

Sign Up For Discounts

- Become a Best Friends Network Partner and you can get discounts through MWI and Merck if you are not already using them

It's Ok To Ask For Donations

- Sponsor a Spay—
Giving Tuesday May 5



November 21st-
January 3rd

Do you believe
pet homelessness can be stopped
with the power of spay/neuter?

We do too.

Donate today to dedicate your holiday season to
saving lives and ending pet homelessness.

Your generosity will make the
holidays bright for dogs and cats!



ADVENTURE PETS



[Memphis Animal Services](#)

**\$10
Donation =
1 Ticket to a Photoshop
Adventure for Your Pet**

Adventure Pets

[Memphis Animal Services](#)

- 1. Make suggested donation of \$10 for Photoshop adventure, like bravely captaining a water park ride! Maybe your cat will get to digitally join the circus, or your dog will win the Tour de France.
- 2. Comment that you donated along with the pet photo you want us to use
- 3. Our Photoshop squad will work on your pet's wild adventure, and you help pets in our community!

House Pawty

- 94 animal groups across U.S. livestreamed fundraiser Facebook Saturday, April 18, from 6 to 9 p.m. CT Email jamie@gatewaypets.org
- Interactive games to celebrity and athlete cameos to live music performances.
- Individuals encouraged to raise \$250 for their favorite participating organization to help raise \$500,000 nationally.
- Started as a true slumber pawty. In 2019, 15 groups had people sleep in the shelter in dog runs and raised \$291k!



Five Dollar Fridays



Virtual Spay-ghetti and No Balls

- Feral Cat Spay/Neuter Project
- How about a virtual Italian dinner kit? Email donors a gift card to a local Italian restaurant for pick up, email some good Italian movies to watch after dinner, fun Italian songs to download during dinner and good wine to pair with pasta.



Log in and Learn

- Make a donation of any amount you are comfortable with.
- You will get instructions to join an exclusive Facebook Group
- Sit back and enjoy behind the scenes videos, photos, interviews, live streams and more! Thank you for supporting Nature's Nursery!

Flattening the kitten curve while spay/neuter is on hold



Bad Pet Drawings

- Donate \$15 and we'll draw your pet. We have a pool of staff and volunteers standing by, eager to turn your animal into a timeless work of art (or at least make you laugh). You might get one of our extremely talented artists, but we'll be honest... you'll probably get someone who can't draw their way out of a paper bag."
- someone who can't draw their way out of a paper bag."
- we'll draw your pet. We have a pool of staff and volunteers standing by, eager to turn your animal into a timeless work of art (or at least make you laugh). You might get one of our extremely talented artists, but we'll be honest... you'll probably get someone who can't draw their way out of a paper bag."



Jacksonville Humane Mutt March!

- **Virtual Mutt March Schedule** 9:30 a.m. - Join us for a Parade of Pups live from [JHS Facebook](#).
- 10:00 a.m. - Wherever you are - grab your leash and take your dog for a walk or cuddle your cat on the couch. Share on social media with #MuttMarch or send us your pictures [using this link](#).
- 10:15 a.m. & 10:45 a.m. - Special guest appearances from Katie Jeffries and Zac Lashway.
- 11:00 a.m. - A special Mutt March announcement from JHS CEO, Denise Deisler.
- 12:00 p.m. - Live drawing for the Yeti Cooler and [virtual vendor deals](#).
- 1:00 p.m. - The [online silent auction closes](#).
- **REGISTER AS A VIRTUAL WALKER** Registration is \$30
 - Once registered, set up your fundraising page and help us save more lives!
 - All virtual walkers receive a custom "Wag Bag" full of goodies from sponsors, including giveaways, treats, toys and more!
 - T-Shirts and dog bandanas are available for purchase during registration.
 - Raise \$50 or more will receive a Mutt March T-Shirt.
 - No dog? No problem! You can still register as a virtual walker and join the fun.

So You Think You Can Bark



- Stand for Animals NC
- People train their dogs with a force free trainer to learn a simple routine
- Perform at a theatre and sell tickets
- Supports Medical Fund. \$65k

Now's the time!

1. Engage the community
2. Components of a CCP
3. Train staff and ACO
4. Supplies
5. Kitten diversion



Put Community in Community Cats



It's a new day in how we engage the community!

Cornerstones of a Community Cat Program

- Shelter and S/N Clinic partnership
- Palm Valley Animal Society CCP
- Community Cat Programs Handbook



Training



Public interfacing staff:

Intake staff
Dispatch
ACOs



Conflict Mitigation:

offer solutions to cat
related nuisances, tap
into community to help
track and return for TNR



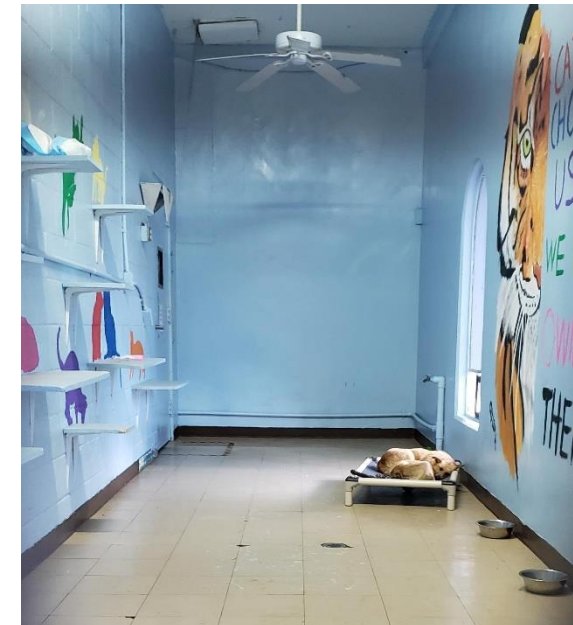
Kitten scenarios:

train your staff to be able
to help the public
identify orphaned kittens

Stellar customer service

Return to Field Success


- RTF program success happens quickly!
- PVAS--What was four rooms packed with cats is now down to three. Free roaming room now sheltering a few puppies!



Full Circle Program

- identify where nursery kittens come in and fix all cats from that area
- Support other orgs by transporting and returning cats to outdoor homes after TNR





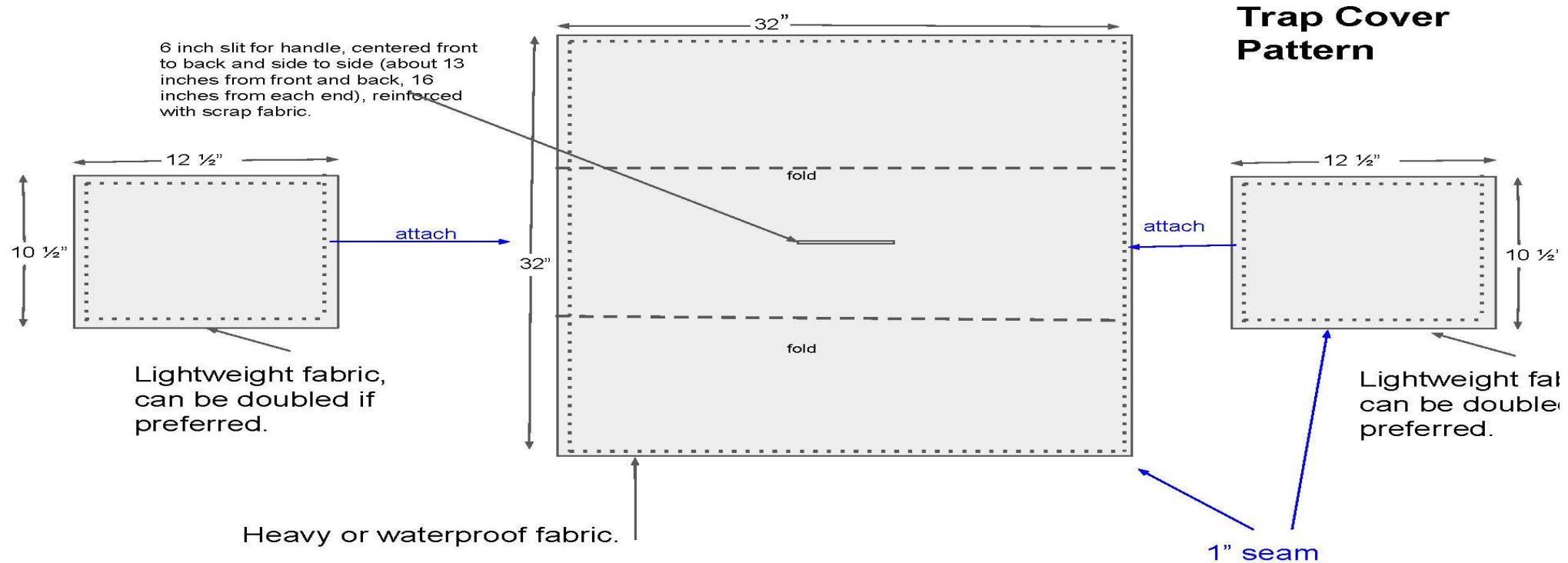
Maddie's Fund and Million Cat Challenge webcast 4.15.2020



- Call back traps for inventory, repair, labeling
- Start a fundraiser for a big trap order
- Consider electronic inventory management

Time to scale up the Trap Depot

Sew Trap Covers





MILLION CAT CHALLENGE



Tomahawk Live Trap

- 10% discount code through 2020: MCC2020
- Gift registry at www.livetrap.com
- Favorites: ROUNDHOUSE1, 608NC, KITDT1, 711
- Drawing for free traps **RIGHT NOW** – enter during the live presentation chat **RIGHT NOW!** Pick one: drop trap, cat trap, or feral cat den. Winners announced tomorrow.



Colony Feeders

- Offer cat food or help feeding colonies
- Message (Feeling lonesome at home? We've got friends who want you to visit them!)





When Spaying Isn't an Option

- Megestrol acetate at 0.625 mg/kg orally once weekly
- Estrus suppression
- Available from compounding pharmacies as oral liquid
- Affordable and safe pregnancy prevention for foster and adopted cats pending completion of sterilization agreements



Community cats

- MA generally used as a stopgap while awaiting TNR and for hard-to-trap cats
- Has been fed to individual cats in canned food weekly or as a bulk mix divided into plastic dishes 1-2x weekly
- VCPR: Who is the owner? How to adapt “herd” health concepts?

Community cat case study

- 20 acre government housing complex in Florida
- 1999 to present: managed with TNR and adoption
- MA for new cats (even if sex unknown), hard to trap cats
- One un-trappable cat had 9 litters, then treated successfully with MA 2008-2013
- Colony peaked at 135 and currently at 20 cats
- *“The only side effect from the medicine is a positive one: the mom cats start to look healthy.”*

Kitten Shelter Diversion



Kitten Krusaders

- Jacksonville Humane
- Helped over 1,100 kittens stay out of shelter last year
- Partnered with 5 private practices to provide medical care and people fostered themselves and found homes



Messaging for Found Kittens


SAVE THEM ALL Caring for abandoned kittens

They're cute, cuddly and desperately in need of your help. Or are they?

If you happen upon a litter of tiny kittens outdoors, it's natural to want to scoop them up and try to care for them yourself or take them to a shelter. But both of those options may actually place them in more danger. To give newborn kittens the best chance of survival, follow these steps:

1. Leave the kittens alone and try to figure out if their mom is still around. Observe them from a distance every couple of hours for 12 to 18 hours. If the kittens seem content and are not fussing, there's a good chance their mom is coming back.
2. If the kittens are in danger due to their location, move them to a safer spot nearby so the mom can easily find them when she returns.
3. If the kittens are dirty, meowing or appear sick, underweight or dehydrated, contact a local rescue organization or a trap-neuter-return (TNR) or community cat program. They can help you determine if the kittens are at risk and if you should intervene.
4. If you spot the mom, leave the kittens alone. When the kittens have been eating on their own for about four weeks or are big enough for surgery (typically when they're between two and three months old), humanely trap the whole family and have them spayed or neutered. A local TNR program may be able to help you with the trapping process. After the cats are fixed, return them to the location where you found them. TNR is the most humane method of preventing cats from entering the shelter system.

...for community cats and kittens. Together, we can...



- Help the public to identify when kittens truly have been orphaned
- Leave them alone and watch for mom
- If the kittens are in danger due to location, move them to a safer spot nearby so mom can easily find them
- If you spot the mom, leave the kittens alone
- If mom doesn't come back for 12 or so hours, you'd make a great foster parent until they are ready to be s/n and adopted!
- Kitten Watch List

Messaging for Found Kittens

- If someone finds kittens who are truly orphaned, recruit them to foster!
- Support foster:
 - Supplies
 - Virtual foster mentor



WHAT TO DO WHEN YOU FIND KITTENS?



DON'T BE A KITTEN NAPPER

Mom will likely return. Please don't intervene.

DID MOM COME BACK?

YES

HOORAY!

Let mom care for them until they are 8 weeks old.

Then make sure mom and kittens get spayed/neutered. Help them find a home.

NO

If mom has vanished for more than 8 hours, she may not be coming back.

You'd make a great foster! During kitten season, shelters are overrun and don't have adequate resources for proper care.

Please care for them in your home until they're 8 weeks old.

Kittens that need help:



SAVING COMMUNITY CATS

OPERATION CATNIP

This guide refers to Kittens **4 weeks of age and younger**, when care with mom offers them the **BEST** chance of survival. Kittens that fit the descriptions below are possibly abandoned and need help from humans.

- Cold** Young kittens cannot regulate their own body temperature, and rely on mom, their siblings, and nesting material to keep them warm. They may lose some heat when mom is not with them, so unless they **ALSO** fit any of the other descriptions below, leave them and check again in 2-4 hours to see if mom came back.
- Dirty** A good mama cat keeps her babies meticulously clean. Kittens that need your help may have dirt, feces, or crusted urine on their bodies. They may be wet. Their genital areas may be red and inflamed, indicating urine scalding.
- Thin** Kittens with a mom should be eating frequently. Their bellies will typically have a full, rounded appearance. Sunken bellies, visible bones, and pale skin can indicate that the kittens need help and aren't being fed.
- Noisy** Orphaned and hungry kittens will cry loudly. **But loud kittens alone does not indicate that they are orphaned.** Mom does not stay with the kittens all day long, and might be on her way back. She might even be watching you in the shadows, waiting for YOU to leave her babies alone. Leave these kittens alone for 2-4 hours, then check on them again. If they are quiet when you return, that means mom has probably been back to care for them, and you should let her keep up the good work.
- Sick/Hurt** Sick kittens might have discharge from the eyes and nose. Their eyes may be crusted shut. They may have wounds or open sores.



These kittens are clean, quiet and dry. They are plump and have full bellies with light pink coloring, showing that they are warm.



This kitten is noisy, dirty, and sick. It has nasal discharge and crusted-shut eyes.



These kittens are thin, wet, and cold. You can see their backbones.



This kitten is thin, wet, and cold, and has discharge from the eyes.

They do **NOT** need your help!

These kittens **DO** need your help!

Flattening the kitten claws while spay/neuter is on hold. Call us for guidance & support at 940-662-8616. We're here to help.

Maddie's Fund and Million Cat Challenge webcast 4.15.2020

Messaging for Found Kittens



FIND A LITTER? BE A SITTER!

Watch and wait: Please DON'T kitten-nap.

Mother cats leave kittens for hours at a time, and will likely return soon. Only interfere when you are sure kittens are orphaned, injured or ill.

If you're unsure, please call us first for support: 619-299-7012.

Spay/Neuter Agreements

- foster-to-adopt agreement
- Spay/neuter agreements
- Lynchburg HS, Wisconsin HS, PVAS examples



ADOPTION & STERILIZATION CONTRACT

The Laurie P. Andrews PAWS Center
2451 N. Expressway 281, Edinburg, Texas 78541
PH: 956-720-4563 Fax: 956-720-4515

Name: _____

Address: _____ City, State, Zip Code: _____

Primary Phone: _____ Secondary Phone: _____

Animal Information:

Breed: _____ Color: _____ Age: _____ Sex: F or M

Adoption Number: _____ Shelter Tag ID: _____

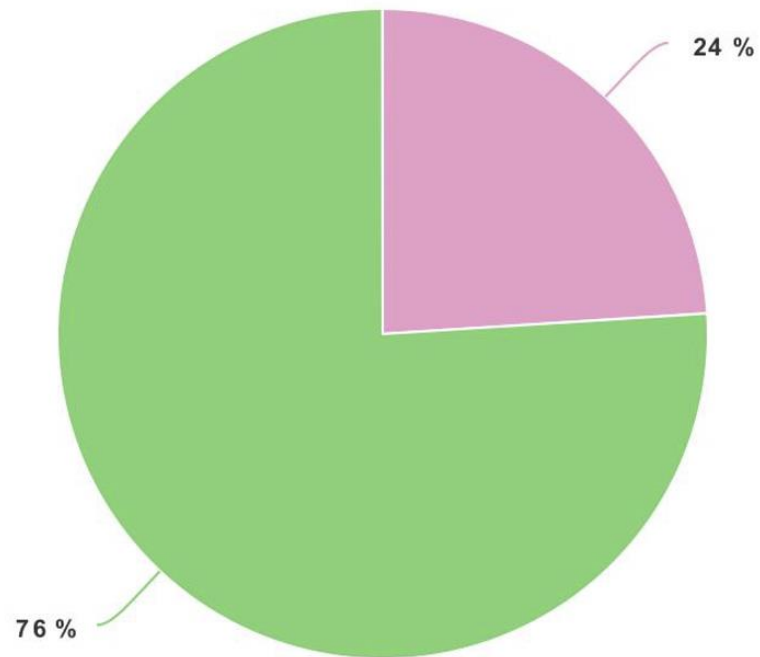
I agree to: (Initial below)

- _____ 1. I understand that with my email address I am receiving 30 days of free pet insurance from Shelter Care and that it is my responsibility to activate my pets insurance and fill out any claim forms that are needed in the event that my pet gets sick.
- _____ 2. I will comply with the State Laws and Ordinances relative to animals.
- _____ 3. I will comply with Chapter 828 of Health & Safety Code, which requires MANDATORY sterilization by said date: _____. (Violation of this chapter is a criminal offense punishable as a Class C Misdemeanor.)

Turn Finders into Foster Parents

HOW DID YOU FIRST BEGIN FOSTERING KITTENS?

KITTEN LADY 2018



Building Foster Kits

- Bring finders on as true foster parents rather than turning them away with an info sheet and a bottle.
- We WANT them in the system!





OKC SAMPLE FOSTER KITS

All prices are from Amazon.com and include California State Tax.

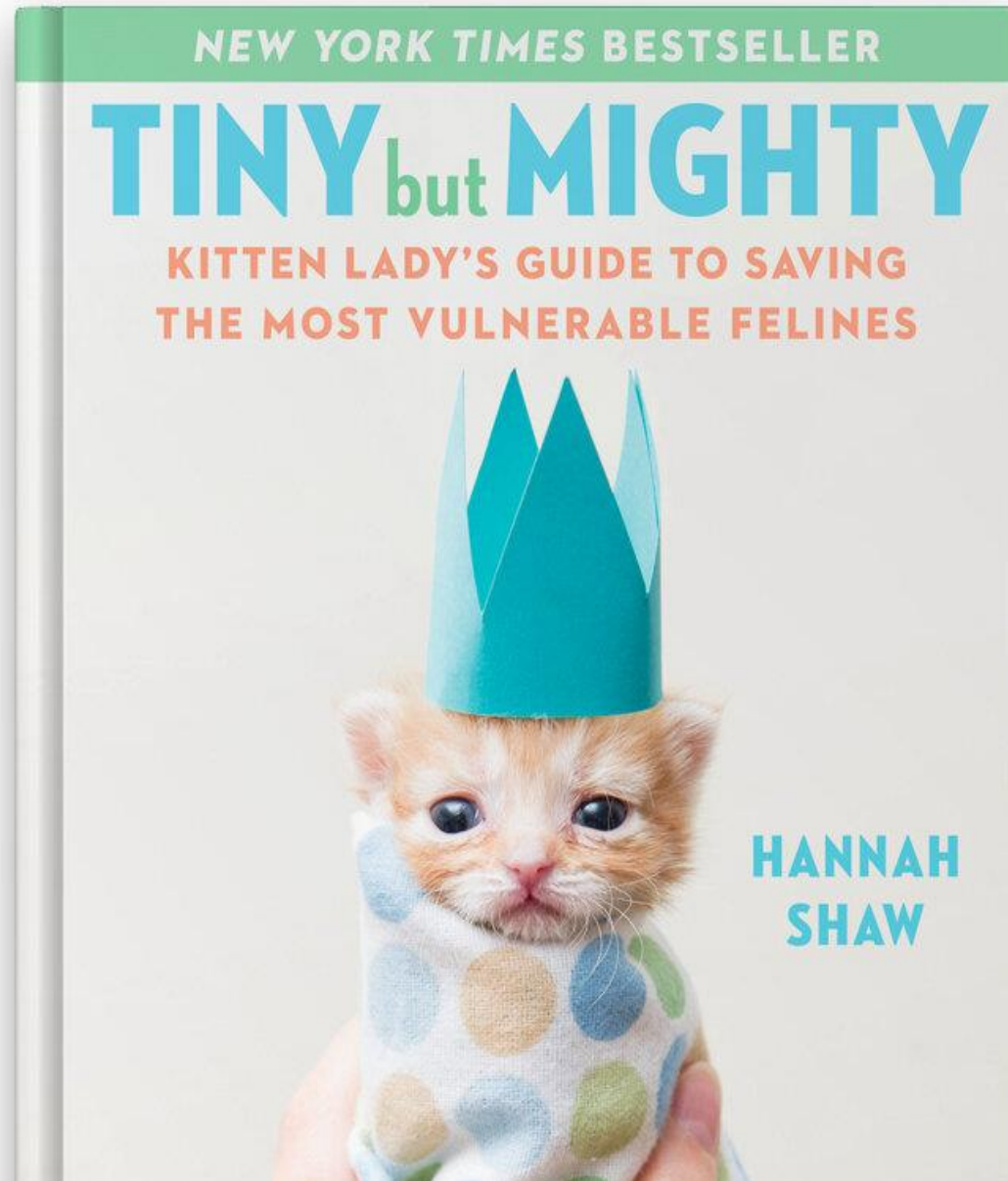


Item	QTY	Cost	Total (w/tax)
Plastic Tote (R)	16	\$15.22	\$243.52
Kitten Bottles- 4paws (R)	24	\$36.81	\$40.49
Kitten Formula- 12oz (S)	15	\$12.33	\$203.45
Baby Blanket (R)	15	\$8.99- 10.99	\$174.45
Bottle Blender (R)	15	\$6.99- 7.99	\$123.24
Scale (R)	15	\$9.99	\$158.82
Heat Disk (R)	15	\$26.00	\$421.64
Baby Wipes (S)	15	\$3.75	\$61.24
Stuffed Mama Cat (R)	15	\$7.88	\$118.20
Food Bowl- (R)	15	\$2.98	\$49.17
Kitten Wet Food -24 cans (S)	15 pallets	\$23.52	\$388.08
			\$ 1,971.05(w/ taxes)



(R) Reusable supplies are those that can be sanitized and reused in future foster homes. These items include but are not limited to bottles, heating disks, stuffed animals, bottle blender, scale, and baby blankets.


(S) Single use supplies are those that are consumed or disposed of when fostering. These items include formula, booklets, and baby wipes.





Instructional Videos


Kitten Lady - 1 / 48





- 
1





How to Safely Bottle Feed a Kitten
Kitten Lady
- 
2





Male or Female? How to Tell the Sex of a Kitten!
Kitten Lady
- 
3





How to Litter Train Baby Kittens
Kitten Lady
- 
4



How to Set Up Space for Foster Kittens
Kitten Lady
- 
5



How to Help Baby Kittens Pee and Poop!
Kitten Lady
- 
6



When Can A Kitten Eat On Her Own?
Kitten Lady



Flattening the kitten curve while spay/neuter is on hold

It's a New Day

Animal Welfare

DAILY DIGEST



**Everything you need to know about animal welfare
and COVID-19 TODAY...from your friends at:**

The Association for
Animal Welfare
Advancement



american
pets!
alive!



Best
Friends
Animal
Society


THE HUMANE SOCIETY
OF THE UNITED STATES



UC DAVIS KORET
SHELTER MEDICINE
PROGRAM



UNIVERSITY of
FLORIDA
Maddie's® Shelter
Medicine Program
College of Veterinary Medicine



Shelter Medicine
SCHOOL OF VETERINARY MEDICINE
UNIVERSITY OF WISCONSIN-MADISON

Sample decision tree on veterinary emergencies (NJ VMA)

- Is this procedure necessary to save the animal's life?

- Is it necessary to alleviate pain or suffering?

- Does it prevent zoonotic disease?

- Could it be managed in a way that mitigates COVID risk?

- Does it require use of scarce resources needed for critical human medical care?

- Or can this patient safely wait until resources are less scarce and human health risks are lower?

“Human beings remain the greatest risk for transmitting new infections.”

<https://njvma.org/page/QuestionsToConsiderMakingDecisionsOnElectivevsNon-ElectiveCare>