



Anderson
Animal Shelter
- A Humane Society -

Happy
pets,
happy
people!

Incorporated in 1966, Anderson is the Fox Valley area's oldest animal welfare organization.



Happy pets,
happy people!

Up until about
2013, we were
placing about
700 pets for
adoption every
year



**Kindness
In Action**

Spring 1983



Mayb Bulvan and Lucky.

20,000th PET ADOPTED



Happy pets,
happy people!

At 4,000 adoptions per year currently, we're among the largest privately funded animal welfare organizations in IL.





Happy pets,
happy people!

How do we increase the percentage of dogs (and other pets) acquired from shelters or rescues?





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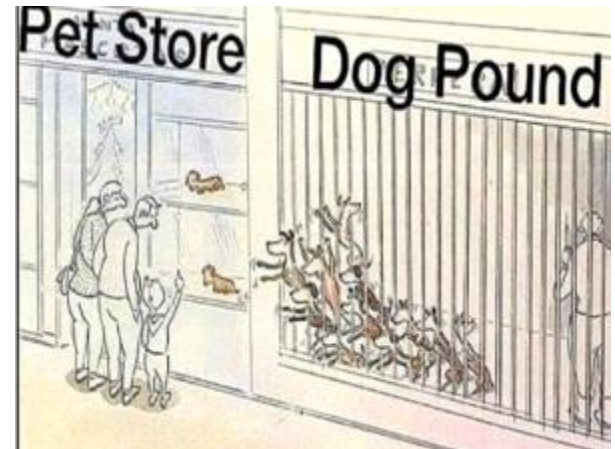
What is the perceived benefit of purchasing a puppy from a pet store?





Happy pets,
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- Customer service oriented experience
- Pleasing aesthetics
- Short non-invasive process
- No chance of being rejected

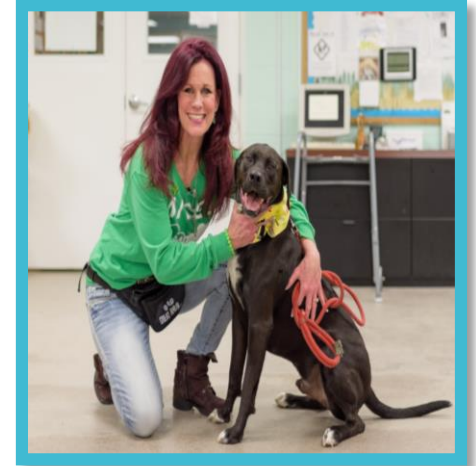




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Negative impression of shelters or rescues

- Unwelcoming
- Problem animals
- Restrictive policies
- Might get rejected
- Lengthy process





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What can we do
to make the
adoption process
(and our animals)
more appealing
to potential
adopters?

Partnership – Pet Supplies Plus



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North Aurora Adoption Center

Located next to Pet Supplies Plus on Randall Road

Partnership – Petco



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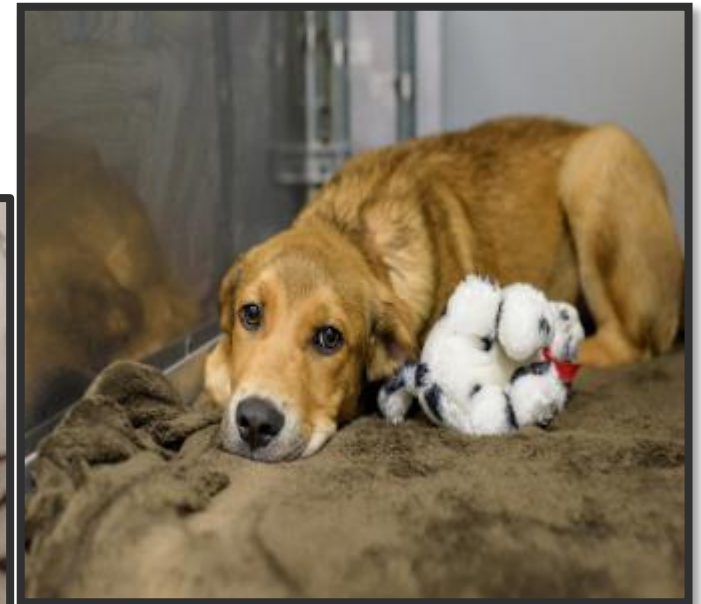
Bloomingdale Adoption Center

Located inside Petco
on Army Trail Road



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Do whatever you
realistically can to reduce
stress for the animals.



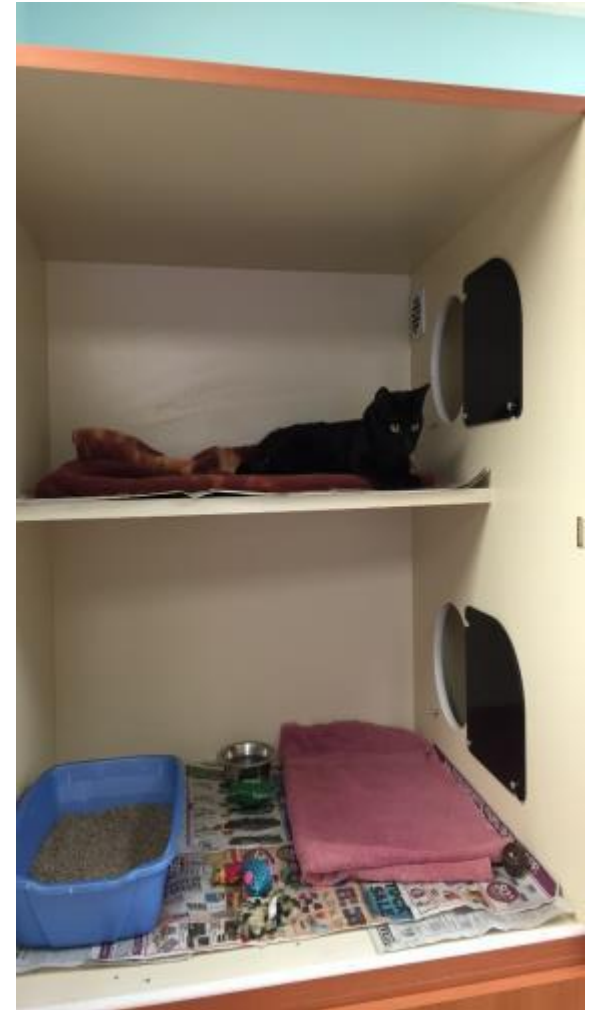


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Simply providing shelter cats with a place to hide can turn a “scaredy cat” with little chance of adoption, into an adoptable cat.



Having fewer cats on the adoption floor increases the likelihood of a person making a choice and taking an animal home. (We went from about 200 to 30 and saw our cat adoption rate quadruple)



Similarly, with dogs, comfort is key and increased enrichment is key.



Happy pets,
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Quiet in
the
kennels

Removing Barriers to Adoption



Happy pets,
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- Landlord checks, reference checks, vet checks
 - Research has found no difference in retention
 - Organizational resources could be spent helping more animals
- Giving pets as gifts
 - Research has actually found improved retention rates when animals are given as gifts
- Requiring all members of the family to be present including other dogs
 - Research shows this does not improve retention
- A multi-day adoption process
 - Research shows that pets adopted on the spur of the moment are just as likely to remain in the home
 - Good customer service = instant results

Removing Barriers to Adoption



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- Applications
 - Conversation-based adoptions provide more information
 - Not a good feeling to have to prove your worthiness to adopt
 - Goal is to find a way to say YES to adoptions, not to look for ways to say no
- What happens when you deny an adoption?



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Thank you!