

The No Kill Advocate

A No Kill nation is within our reach

Issue #1 2010

No Kill Conference 2010

"Amazing!" "This was the best conference I have ever attended!"

"It was one of the best experiences I've had in animal rescue. To see so many with the same passion that I have which I didn't think was possible - was wonderful."

(From No Kill Conference 2009)

Last year's No Kill Conference was the sold out, must attend event of the year. We're doing it again!

The only national conference that says we can and must stop the killing *and we can and must do it today*. Arm yourself with the tools you need to help make it happen in your own hometown. Learn how to achieve No Kill. Learn how to litigate, legislate and lobby for change. Learn how to reform your local shelter.

Join No Kill advocates nationwide at this ground-breaking event. A No Kill nation is within our reach!

July 31-August 1, 2010 in Washington D.C.

The No Kill Advocacy Center is teaming up with the Animal Law program at George Washington University Law School, Maddie's Fund, and Friends of Animals to bring together the nation's most successful shelter directors and the nation's top animal lawyers. They will show you how to create a No Kill community and teach you how to use the legal system to save the lives of animals.

Learn from animal control/shelter



directors who are now saving over 90% of all animals using the building blocks to No Kill success—programs and services that have had results in both urban and rural communities—to increase adoptions, reduce length of stay, increase redemption rates, rehabilitate animals, and much more.

Learn from animal law experts who have challenged our legal system to help animals: Whether it's drafting model laws, fighting breed specific legislation, filing impact legislation, or protecting condemned dogs, learn how to use the legal system to save the lives of animals.

Learn from activists fighting entrenched and regressive shelters in their own community as they show you how to launch successful campaigns for reform.

No Kill Conference 2009 sold out months in advance. Register today:

www.nokillconference.org

Saving Lives 2.0

By the spring of 2009, there were almost 600 million users of online social networks, like Facebook, MySpace, Bibo, Hi5 and Twitter—roughly 70% of the total Internet users worldwide. In spite of the massive market share already enjoyed by this growing media, all indications are that usage is rising fast, and, according to some, accelerating.

Some industry analysts predict that growth of social networks will not taper off significantly for better than a decade, at which time somewhere in the range of 80% of Internet users will be connecting through social networking sites. Others suggest that as these networks evolve to offer more functionality, their growth could expand beyond projections.

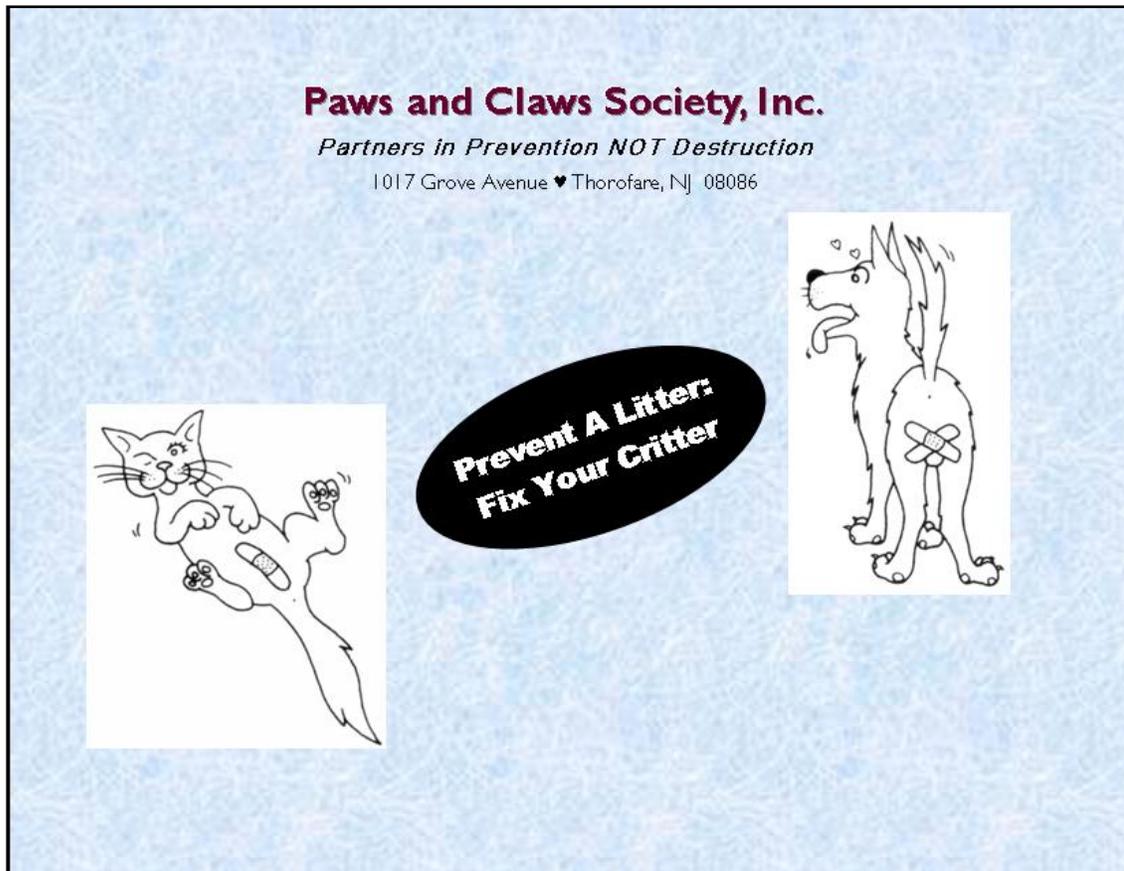
While users of social networking platforms do so for several reasons, including connecting with family and friends and re-connecting with old friends, their members want more: they want to actively share with family and friends. In fact, they want to create value through media. Why should animal shelters care? How can animal protection organizations leverage social networks to expand our cause? The answers are many, but more importantly, the possibilities are limitless.

Social networking will affect every aspect of the animal welfare field in



ways we have only begun to think about. Imagine, for example, a shared lost and found pet recovery system implemented communitywide. Not only could people who have lost pets post photos and descriptions of their animals, the system itself could send this information via social networks to cell phones of followers of the system. In this scenario, someone could be out looking for their lost pet, hanging posters, or visiting impound centers, and receive an automated text message on their cell if the animal is found. This is not some fantasy scenario. A system like this has started operating in Minnesota.

Because of the ability of social networking to reach masses of people nearly instantaneously, social networking is changing the way emergency response or rapid response teams communicate, especially given the fact that these networks have both public and private sharing options. Teams of response personnel can enjoy confidential instant communication from anywhere, then share selected public information to



followers of their efforts.

Recognition for volunteers, published memorials and honoraria for special people and pets, and calls to action on social issues are just a few areas where social media is already having an impact on animal welfare issues. During the current legislative session, for example, we will be using Facebook and Twitter in our efforts to pass legislation to ensure enforcement of existing animal cruelty laws in Minnesota at puppy mills. Even though there is widespread public support for proposed legislation, some very large and powerful national special interest groups, including the American Kennel Club and the National Rifle Association, have joined in opposition.

The challenge associated in going head-to-head with large, national

special interests can seem daunting. That challenge is made more difficult given the idiosyncrasies of the legislature. For example, prior to a committee hearing on a bill, there is generally very short notice. During that time, supporters like *Animal Ark* must arrange for expert testimony, rally supporters to contact committee members asking them to support the bill, and encourage people to attend the hearing. Social networking provides the ideal solution to this challenge.

From nearly anywhere, using a cell phone, we will be able to send a simple text message or "tweet" that will alert all of our friends and followers on multiple Twitter and Facebook accounts. Additionally this one, simple "tweet" can simultaneously update web pages that

are not directly within those networks. Thousands of recipients of these calls to action will receive them any way they choose, via text message, email, or message notification in their favorite social networking sites.

Unlike broadcast email blasts, which are often perceived as spam even when the messages carry important, friendly content, messages distributed via social networks are generally received in a more open way. This is because the recipients of the messages are, by the very nature of these networks, receiving the message from someone they have said is a "friend." They are also, therefore, more likely to send the messages on to their other friends.

These technologies level the playing field, allowing shelters and small grassroots organizations to challenge the status quo in other ways as well. The Humane Society of the United States, for example, is arguably the richest and most powerful animal protection organization in the country. Forbes listed it as one of the top 200 charities in the nation overall and certainly the wealthiest animal welfare organization. It has tremendous media reach and media power as a result of this enormous wealth. But it is vulnerable to social marketing. In February of last year, it lobbied a court to kill all the dogs and puppies seized from a dog fighter in North Carolina based on its outdated and regressive policy that all dogs associated with dog fighters should be killed as a matter of policy. This included friendly dogs and nursing puppies born in the shelter *after* the seizure. The court deferred to HSUS

"experts" and all the dogs and puppies were put to death.

In the past, some local dog lovers might have concerns but their complaints would not have been heard very far and wide. But in the age of social networks, condemnation of HSUS went viral, spreading around the world. It brought the largest and most powerful organization to its knees, and within weeks, HSUS rescinded the policy because of the bad "press." All because of social marketing.

Although implementing some of these efforts can require technical expertise, most are incredibly simple. But simple does not mean less powerful. In fact, some of the easiest to implement could have the greatest impact in terms of lives saved. Adding a "share" button to every pet page on a shelter's website for example is very easy to do. But its reach is enormous: it quickly connects animals available for adoption to a network of millions of users.



Animal Ark, Minnesota's largest No Kill animal welfare organization implemented a share button last month. Immediately, Animal Ark pets began popping up on social networks. Here is a portion of a Twitter feed as an example:



On Facebook, discussions on specific animals have resulted in dozens of comments on various networks. But more importantly, since this feature

has been implemented, the total number of unique daily visitors to the animal pages on Animal Ark's website has increased significantly. Each of these visitors is, on average, looking at several pets, resulting in thousands of increased "hits" daily to the pages of animals available for adoption on our website. This surge in web traffic has coincided with more visitors to the shelter, quicker adoptions, and even online sponsorships of animals, generating revenue.

How does this work? The average Facebook user, for example, has roughly 130 friends on the network. When a shelter allows for the sharing of a pet's link, and asks their friends and followers to share the pet with their friends and followers, the animals' pictures and profiles spread across the social networks rapidly. The acceleration of the spread can be exponential, especially if followers and friends are actively encouraged to continue spreading the word (i.e., sharing the animals).

The sharing of adoptable animals via social networking sites is viral marketing in its truest, purest and best form. It costs virtually nothing to get started, and the payoffs are tremendous: more and quicker adoptions, donations, and other support. Furthermore, it is just one of countless uses of social media that animal welfare advocates will be able to leverage to save the lives of homeless animals.

Animal Ark, for example, has gone one step further by integrating our shelter management software with

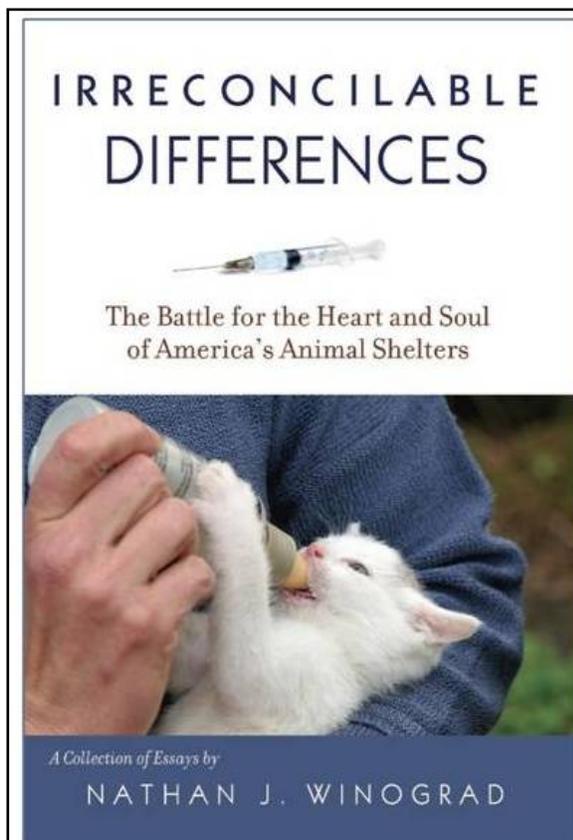
Twitter and Facebook. When an animal is adopted at the shelter, an automated message is sent to these networks announcing the adoption. Other automated "tweets" have been built into Animal Ark computer systems, resulting in what is, in effect, an automated, real-time news feed from the Animal Ark shelter. This feed is then featured and updated in real-time on our various web pages.

All of these examples are just the beginning. There are unlimited uses of technology and social networking in the animal welfare field. Given the built-in capabilities of many of these networks to deliver text messages to users' cell phones, and given the fact that people who have lost their pets are often away from home posting lost pet posters and looking for their pets, the functional utility of these networks clearly has an enormous reach. They will touch every component of our

work, from volunteer recruitment and recognition to capital campaigning. And millions of animals can be saved in the process.

Mike Fry is the Executive Director of Animal Ark, Minnesota's largest no kill animal welfare organization. He is also one of the hosts of Animal Wise Radio, a weekly, syndicated radio show dedicated to animals. Fry is the former Director of Internet Computing for Pentair and former VP of Internet Technologies for Worthington Software. He is credited with assisting in the development of commercial Internet technologies that are now in use worldwide.

Mike will give a workshop on using technology to save animals at No Kill Conference 2010. To register, go to nokillconference.org.



It's here. The follow-up and companion to *Redemption: The Myth of Pet Overpopulation & The No Kill Revolution in America*, the most acclaimed book on animal shelters ever written.

Irreconcilable Differences is exclusively available through Amazon.com

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The Best & Worst of 2009

January Winner: *Washoe County, NV*

Our director Nathan J. Winograd identifies the highlights and lowlights of 2009.

It was the best of times and the worst of times. But 2009 will be remembered as a seminal year for the No Kill movement, as new victories combined with scandals on the part of the 'catch and kill' establishment, to make 'No Kill' a household word. The Humane Society of the United States and the ASPCA came off as the biggest losers, while No Kill advocates emerged to take center stage in the humane movement."



The New Year opened in Reno, Nevada as it did all over the country, with a key crucial difference. On January 1, while many shelters closed their doors for the New Year's Day holiday, the Nevada Humane Society stayed open for adoptions, and 49 animals found loving new homes. It was only the first day of the New Year but it turned out to be a harbinger of things to come. Combined with the retirement of the anti-No Kill director at Washoe County Regional Animal Services, the community finished with a 90% rate

of lifesaving countywide, among the top in the nation.

January Loser: *Philadelphia, PA*



After increasing the save rate to 73%, from an 88% rate of killing just a few short years earlier, incompetence on

the part of the Board and leadership of the Philadelphia Animal Care & Control Association caused Philadelphia to descend into chaos. The Department of Public Health conspired with the leadership of the Pennsylvania SPCA and closed down PACCA, giving the animal control contract back to the PSPCA. Just days later, the PSPCA CEO resigned amid turmoil within the agency. The numbers of dogs and cats needlessly killed in City shelters skyrocketed once more. Now with new leadership, will Philly succeed once more?

February Loser: *Humane Society of the U.S.*

At the end of 2008, Wayne Pacelle, the CEO of the Humane Society of the United States, stated that HSUS' goal has always been a No Kill nation, and that HSUS has always been the leader in helping make it happen. The claim was insupportable given HSUS' sordid history, and most questioned Pacelle's sincerity. But everyone held out hope that this signaled a shift in HSUS policies. Hope turned out to be short-



North Carolina.

lived. In February of 2009, Pacelle and his team at HSUS lobbied a court to kill each and every dog and puppy "rescued" from a dog fighter in Wilkes County,

Pacelle refused to spare even nursing puppies forcing a foster parent to return two of them for slaughter. The "Wilkes County Massacre" sparked national outrage and calls for Pacelle's ouster.

Others met with Pacelle in Las Vegas to force HSUS to end its policy of automatic destruction of dogs seized in dog fighting cases, including friendly dogs and puppies. The April announcement of success turned out to be premature, however, as Pacelle subsequently stated that dogs seized just a few months later in a Missouri dog fighting bust should be killed. He is half-ignored, as some of the dogs are placed with rescue groups. The rest are killed, however, and are placed into garbage bags even though HSUS had the power to save them all.

February Loser: *Animal Humane Society*

The Animal Humane Society in the twin cities of Minnesota follows the Wilkes County Massacre with one of its own. Roughly 120 cats it claimed to

rescue from a hoarder are systematically put to death, some within hours of arrival, even though they were not suffering and Minneapolis' largest No Kill shelter and scores of rescuers offered to help save them.



March Loser: *PETA*

In March, PETA reported its killing rates for the previous year: a staggering 95% of all animals it sought out. As animal lovers condemned PETA, PETA fired back by threatening lawsuits against critics, saying all the animals they killed were hopelessly ill. The threat proved specious, however, as PETA founder Ingrid Newkirk admitted in a Canadian television interview that they "absolutely" kill adoptable animals.



March Losers:
Wayne Pacelle & Ed Sayres

In 2009, San Francisco began debate on a city law that would

end the needless killing of savable animals in local shelters. Ed Sayres, the former President of the San Francisco SPCA and now head of the ASPCA, sent a representative who called No Kill "radical" and asked the city to continue the status quo. Not to be outdone, Wayne Pacelle of HSUS also told the City to reject the No Kill legislation, and thus allow the shelters to continue killing.

March Loser: *Los Angeles, CA*



After Los Angeles passed a mandatory spay/neuter ordinance, city officials promised that the law would make it a No Kill community. But,

consistent with results elsewhere, officers threatened low-income families with citations if they did not surrender their intact animals, which Los Angeles Animal Services then turned around and killed. For the first time in a decade, the number of animals impounded and killed increased—roughly 30% more animals lost their lives.

Adding insult to injury in March, the city suspended the low cost spay/neuter voucher program which allowed some poor people to comply with the law. It was reinstated following a public outcry but this latest in a long line of scandals resulted in a unanimous vote of "No Confidence" from the city council. The beleaguered

head of Los Angeles Animal Services resigned shortly thereafter.

April Winner: San Francisco Bay Area (East Bay)



While San Francisco—the birthplace of the modern No Kill movement—continued killing savable animals, No Kill finally came to the Bay Area. Four East Bay communities ended the killing of healthy and treatable animals, announcing a 93% rate of lifesaving.

April Winner & Loser: Indianapolis

What were 2009’s most progressive animal shelters in Indiana? If you guessed the ones in Indianapolis, you would be wrong. Indiana is the home of two No Kill communities, but Indianapolis isn’t one of them.

To their credit, Indianapolis activists in April successfully derailed proposed breed discriminatory legislation that would have condemned dogs deemed “Pit Bulls” to death. Leading the opposition was a newly hired Indianapolis Animal Care & Control chief who also announced an

overturning of the automatic Pit Bull killing policy he inherited.

Taking his cue from success elsewhere, the director also stood up to union-protected shirkers, taking an agency beset by neglect and cruelty to one that put the animals first. On July 4, when the shelter was historically closed, he stayed open until 10 pm for a holiday adoption campaign. The result: 153 animals who would have been killed in years past were adopted, a single day record for IACC.

But victory in Indianapolis turned out to be short-lived. The director’s car was vandalized twice as the union fought back and won—which meant the animals lost. Recently uncovered documents show a conspiracy between city bureaucrats and the Humane Society of Indianapolis to undermine the progressive director. Following his ouster, killing resumed at IACC with a vengeance.

While Indianapolis animal shelters don’t even come close to earning the label “progressive,” they do have that car race: 500 laps of going around in circles. There’s a metaphor in there somewhere.

May Winner: No Kill

While communities like Charlottesville continued their No Kill success, newcomers like the Nevada Humane Society joined the 90% club. Not to be outdone, other communities announced similar success including those in Utah, Kentucky, Kansas, Colorado, and elsewhere.

May Winner: *No Kill Conference*



Hosted by the No Kill Advocacy Center and the Animal Law Program at George Washington Law School, the No Kill Conference rocked the nation's capital. Featuring the country's most successful shelter directors, shelter reformers, and animal lawyers, the conference sold out two months in advance, spreading the No Kill message to representatives from over 30 states and six nations.

May Loser: *Wayne Pacelle*

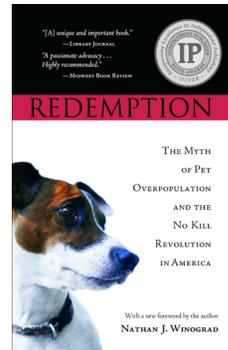


Despite a series of scandals in 2009 that made No Kill advocates and animal lovers

think he could not sink any lower, Wayne Pacelle stunned the nation by embracing the most notorious animal abuser of our time: Michael Vick.

While HSUS testified that the dogs Vick abused should not be given a second chance and should all be killed, Pacelle said that their abuser should be. Vick became a spokesman for HSUS. *Or was it the other way around?*

June Winner: *Redemption*



The bible of the No Kill movement, *Redemption: The Myth of Pet Overpopulation & The No Kill Revolution in America*, won its fifth national award and went into a second

edition printing. It continued to send shockwaves through the movement and was once again credited with helping to transform communities in the U.S. and, in 2009, abroad.

June Winner: *The Science of No Kill*

Three national studies confirmed the claims of No Kill advocates: breed bans are costly and don't work, pet overpopulation is a myth, and success is defined not by how big a shelter's budget is, but the size of the shelter director's heart. Investing in leadership pays off big.

July Losers: *Wayne Pacelle & Ed Sayres*





Making yet another disturbing appearance on the worst of 2009, Sayres and Pacelle return for more ignominy.

After his release from prison, Pacelle and HSUS

help Vick get reinstated into the National Football League, erasing any punishment and making Vick a millionaire once more. Vick gets his life back, while the dogs he killed are still, well, dead. As dog lovers across the country cry foul, Ed Sayres of the ASPCA calls the NFL Commissioner's decision to reinstate Vick "thoughtful." Vick follows up by saying he wants dogs again: will HSUS help him with that also? And will the ASPCA call that result "thoughtful"?

July Loser: *Wayne Pacelle*

The largest raid against dog fighting in U.S. history occurs, with over 400 dogs seized by authorities in several states. Most of the dogs ended up in a Missouri humane society. While Wayne Pacelle said killing was the only recourse, hundreds instead went to rescue groups.

But after walking away from the dogs, HSUS then turned around and dishonestly fundraised off of one of the victims at the end of the year. Replete with misinformation and outright lies—including their failure to even get the spelling of the dog's name right—HSUS said it hoped to raise \$1,000,000 from unsuspecting donors. After the humane community—and the dog's foster parent—cried foul, HSUS announced it would donate \$5,000—only about 1/2 of 1% of the expected take—for the dog's surgery and pocket the rest. Tragically, even HSUS' claim of a happy ending turned out to be false: Fay died shortly thereafter.

July Winner: *Pit Bulls*

A national study shows that shelters misidentify breeds as much as three-fourths of the time. Calls to end the needless killing of "Pit Bulls" and dogs mistakenly classified as "Pit Bulls" gained momentum in cities like Denver with regressive anti-dog breed bans. Some communities went a step further and repealed their bans.

This is Faye.
She survived because of you.

Dear Brent,

I'll never forget Faye's story. I bet you won't, either.

Our team met her in Missouri, when The Humane Society of the United States helped rescue hundreds of animals from the horrors of dogfighting. She'd been wounded badly in a fight, and a dogfighter had mercilessly cut off her lips. She was in tough shape, but we found her in the nick of time.

Watch our moving video to see Faye's happy ending -- then become a Humane Hero with your monthly donation to our 2010 Animal Survivors Fund.

Faye's a lucky survivor: She now sleeps in a warm bed in a safe place. To help save thousands of animals just like her in the new year, we're doing something we've never done before, and it's BIG: We're hoping to raise a million dollars online by December 31 for our 2010 Animal Survivors Fund.

It's ambitious -- but so are our plans for saving animals next year. We'll not only continue to help bust dogfighting rings, but we'll also take on the individuals and industries that profit from animal suffering -- from people who club baby seals to death, to those who confine animals in factory farms, to those who abuse dogs in puppy mills.

Your gift of \$20.10 a month for 2010 -- just 66 cents a day -- can help thousands of animals like Faye not just survive, but thrive in the new year. [Click here to watch Faye's video and make your tax-deductible monthly donation today.](#) Thank you for everything you do for animals.

Sincerely,
John Goodwin
John Goodwin
Manager, Animal Fighting Campaign
The Humane Society of the United States

Share on Facebook | Share on Twitter | Forward to a Friend

August Loser: *The Economy*



With killing on the increase in some communities, shelters in those areas blamed the

economy. But the truth was more sobering as the correlation between declining economic indicators and shelter killing rates didn't pan out.

Some communities, including those hardest hit by the recession, continued to increase rates of lifesaving when they were run by progressive shelter directors who followed the No Kill Equation model of sheltering. By contrast, those communities least impacted by the recession, nonetheless, saw killing increase, when their shelters were run by regressive directors who found killing easier than doing what it took to stop it.

September Winner: *The No Kill Equation*

The No Kill Equation goes global as the model is embraced by both Australia and New Zealand. A national Australian conference headlines the No Kill Equation and highlights two Australian communities saving 90% after following the model. The race is on to see which country—the USA, Australia or New Zealand—will become the first No Kill nation.

September Loser: *San Francisco SPCA*



The once mighty San Francisco SPCA is rocked by a series of scandals culminating in an expose showing the former crown jewel of the No Kill movement is a shell of its former self. The scandals are followed in November by the announcement that its beleaguered director will resign.

October Loser: *Catch & Kill Sheltering*



Scandals explode all over the country. In Memphis, TN, the shelter is found to starve animals to death. In Lucas County, OH, the director is found to kill

animals even in the face of readily available alternatives. In King County, WA, a whistleblower confirms staggering levels of neglect and cruelty in the county shelter. HSUS' call for National Shelter Appreciation Week is ridiculed as out of touch.

November Winner: *Irreconcilable Differences*



Irreconcilable Differences: The Battle for the Heart & Soul of America's Animal Shelters, the long awaited follow-up to *Redemption*, is released to rave reviews.

In response, Wayne Pacelle followed up with a temper tantrum proclaiming he is the leader of the No Kill movement, attempting to rewrite history and his agency's sordid history of fighting No Kill.

November Winner: *No Kill*



Bowing to public pressure, municipalities across the country acknowledged and condemned the neglect and killing

by their own pounds/shelters. King County (WA) officials announced they will close their abusive shelter, while the Austin (TX) City Council unanimously embraced a No Kill resolution.

November Loser: ASPCA



An abused dog who survived being thrown from a sixth floor Brooklyn rooftop does not survive the "rescue" by the ASPCA. Ed Sayres, the President of the ASPCA, ordered a dog named "Oreo" killed despite the offer of guaranteed lifetime care by a No Kill sanctuary. Dog lovers across the country are outraged, prompting two New York State legislators to introduce "Oreo's Law" which would prevent shelters from killing animals when a rescue group offers to save that animal's life. Leadership of the No Kill movement, the nation's top animal law professors, and shelter reformers the country immediately embraced the legislation. A few weeks later in December, the ASPCA does it again, killing a dog named Max despite a sanctuary's offer of lifetime care.

December Winner: *No Kill Advocates*

As No Kill takes center stage all across the country in 2009, six recipients are given the No Kill Advocacy Center's *Henry Bergh Leadership Award* as the nation's top No Kill advocates (p. 15.)

You can read Nathan's highlights of the last decade and predictions for 2010 on his personal website at nokillblog.com.

Nation's Top Advocates

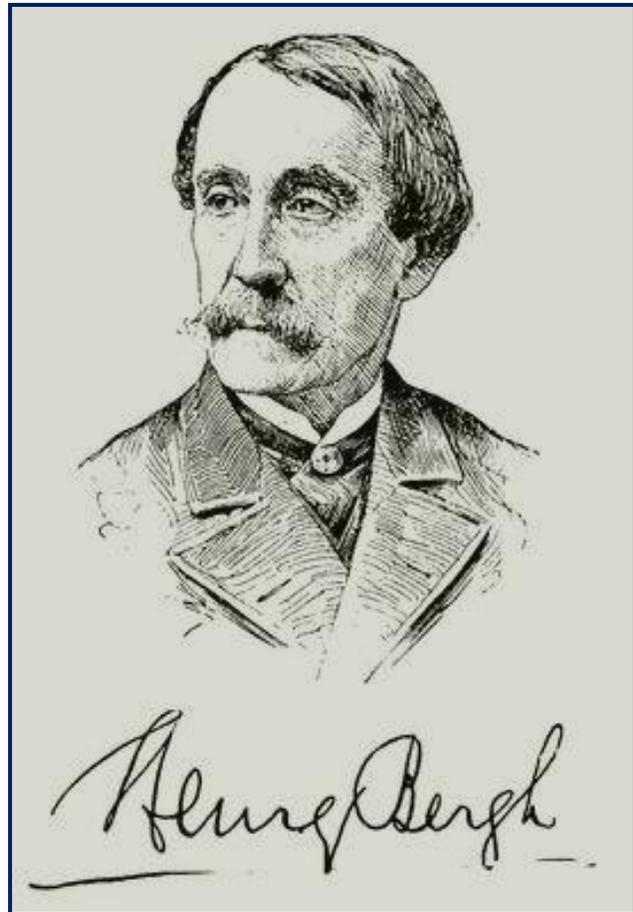
The nation's top companion animal activists were awarded the No Kill Advocacy Center's Henry Bergh Leadership Award, for unwavering commitment to ending the systematic killing of animals in U.S. shelters. Six recipients nationwide share the honor.

The recipients include:

1. Bonney Brown, Executive Director of the Nevada Humane Society;
2. Susanne Kogut, Executive Director of the Charlottesville SPCA;
3. Ryan Clinton of FixAustin;
4. Mike Fry and Beth Nelson of Animal Wise Radio;
5. Joan Schaffner, Director of the Animal Law Program at George Washington University Law School;
6. Claire Davis, President of the Coalition for a No Kill King County and Co-Chair for kcaccexposed.org.

Bonney Brown helped lead the Washoe County (Reno) Nevada community to one of the highest save rates for animals in the nation. Combined, the county's two open admission shelters saved nine out of ten dogs and cats, despite a per capita intake over twice the national average. During her tenure at the helm of the Nevada Humane Society, she has increased adoptions over 80% and cut the death rate by more than half.

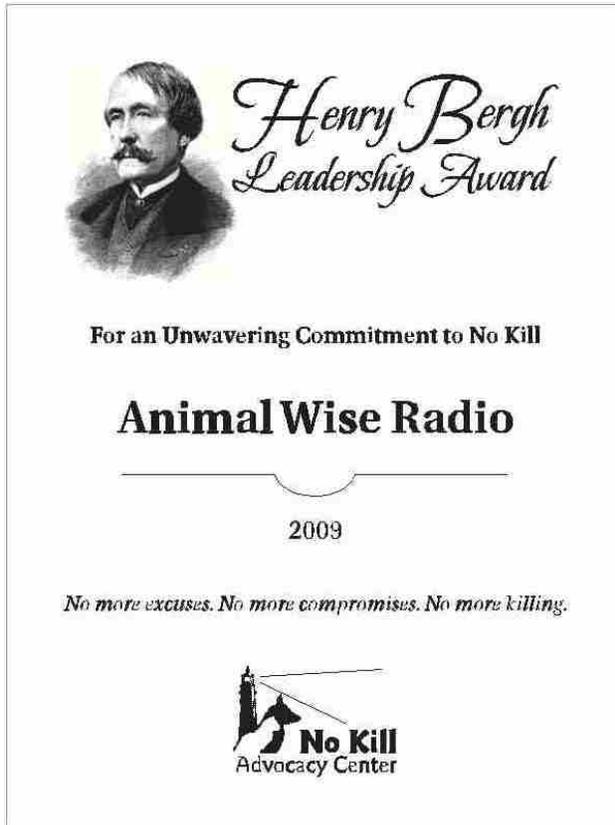
Susanne Kogut repeated a similar achievement for the third year in a row in Charlottesville, Virginia. As



head of the open admission No Kill Charlottesville SPCA, she has not only created a No Kill community, but she has repeated that achievement every year during her tenure.

Ryan Clinton put lifesaving on the Austin City Council agenda culminating in a unanimous resolution to embrace the No Kill Equation model of sheltering. Clinton is not only working diligently to reform his local shelter, he is helping reformers across the country do the same.

Mike Fry and Beth Nelson of Animal Wise Radio promoted the No Kill philosophy to a national radio audience, helping to redefine sheltering across the country, in



addition to running Minneapolis' largest No Kill shelter.

Joan Schaffner hosted the national No Kill Conference, which brought in hundreds of shelter volunteers, staff, Board members, officers and advocates from over 30 states and six nations and spread No Kill success across the globe. In 2009, her book on litigating animal disputes was published as well.

And Claire Davis succeeded in putting the spotlight—and a reform agenda—on one of the cruelest shelters in the country. Her diligent efforts are helping to give the animals of King County, Washington the care and opportunities they so richly deserve, but have been denied by a system built on a lack of accountability.

The announcements were made in a special two-hour national radio program on Animal Wise radio.

You can hear a podcast of the program at: [LINK HERE](#).

About Henry Bergh:

Henry Bergh was a 19th Century animal advocate who launched the humane movement in North America. He gave the first speech on animal protection in the U.S., incorporated the nation's first humane society, and succeeded in passing the nation's first anti-cruelty law. Every night, Bergh would patrol the streets of his native New York City looking for animals in need of protection.

Upon his death, the poet Henry Wadsworth Longfellow wrote of him:

*Among the noblest of the land;
 Though he may count himself the least;
 That man I honor and revere;
 Who, without favor, without fear;
 In the great city dares to stand;
 The friend of every friendless beast.*

To those who opposed Bergh's attempts at saving the lives of animals, he was known as "The Great Meddler." The recipients epitomize the unwavering commitment of Bergh to save lives, even in the face of criticism and opposition.

Yes to Oreo's Law!

In New York City, a one-year old dog named Oreo was intentionally thrown off a sixth floor Brooklyn roof top by her abuser. Oreo sustained two broken legs and a fractured rib. Oreo also appears to have been beaten in the past—several of the neighbors in the building where Oreo lived reported hearing the sounds of the dog being hit. The ASPCA nursed her back to health and arrested the perpetrator. They also dubbed her the “miracle dog.”

The miracle was short-lived. According to the ASPCA, when Oreo recovered from her injuries, she started to show aggression. After a series of temperament tests, the ASPCA made the decision to kill her. *The New York Times* reported the story the day before Oreo's scheduled execution. A sanctuary in New York offered to take Oreo, explaining that they had experience rehabilitating dogs deemed aggressive and offering her lifetime care, including plenty of socialization and walks if the rehabilitation was not successful. They were ignored, hung up on and lied to. And the ASPCA chose to kill the dog instead. That afternoon, Oreo laid dead, the victim not of her former abuser, but of an overdose of poison from a bottle marked “Fatal-Plus,” at the hands of a shelter bureaucrat.

Following the furor that erupted over Oreo's killing, New York State legislators introduced a bill to prevent animals from being killed by shelters when there is a lifesaving alternative offered by rescue groups. “As a dog owner and a foster parent for an animal rescue group, I was heartbroken to learn that Oreo was [killed]. When a humane organization



volunteers their expertise in difficult cases, a shelter should work with them to the fullest extent possible,” said one of the sponsors. “I am hopeful that Oreo's Law will ensure that no animal is ever put to death if there is a responsible alternative.”

The law would provide exceptions when the animal is irremediably suffering. It also requires rescue groups to be recognized as a not-for-profit under Section 501(c)(3) of the IRS code as an animal adoption agency in order to protect animals from “fly-by-night” groups and individuals. Given these protections, and the further protection of state animal cruelty laws against hoarders, Oreo's Law has the potential to save lives, while protecting both the public and the animals from harm.

Modeled after a successful California law, Oreo's Law will save animals who are healthy and friendly but who shelters are threatening to kill. It will save sick, injured, or traumatized animals like Oreo in cases where No Kill shelters and rescue groups have the ability to rehabilitate them or provide lifetime care. It will save animals who a shelter claims are “aggressive” even though they are not or may be rehabilitatable. It will save feral cats at shelters which oppose TNR programs and which are determined to kill them. And it will provide a form of whistleblower



protection for animal rescuers by protecting their right to continue to save animals when they expose inhumane conditions at shelters. Currently, shelters can retaliate by barring them and killing the animals they want to save if they go public with concerns.

By seeking to limit what is now the almost unrestrained power to kill animals by shelters, and because it empowers those who want to save animals from those who are threatening to kill them, Oreo's Law is central to the fight for a No Kill nation.

What You Can Do!

"It is time for all of us to lift our voices for those who cannot speak for themselves."

For far too long, those running our animal shelters – agencies funded by

the philanthropic donations and tax dollars of an animal loving American public – have refused to mirror our progressive values. For far too long, they have assumed a power and authority to act independent of public opinion, and the will of the people who have entrusted them to do their jobs with compassion, dedication and integrity. In betraying this trust, they have proven that they can't be trusted, and that we must regulate them in the same way we regulate other agencies which hold the power of life and death: by removing the discretion which has for too long allowed them to thwart the public's will and to kill animals who should be saved. Oreo's Law, thankfully, seeks to do just that.

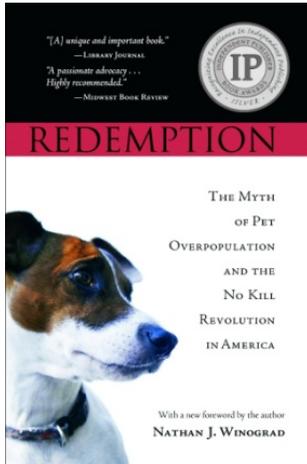
Sadly, we cannot bring Oreo back and give her the second chance the ASPCA denied her. And we will forever remember her killing at the hands of those who were supposed to protect her from further harm as many things: tragic and heartbreaking, chief among them. Nothing can alter that calculus. But we can lessen the futility of Oreo's death if we learn from it, and alter our society in such a way as to prevent such a betrayal from ever happening again.

YES on Oreo's Law

Visit www.yesonoreoslaw.com for more information including why the nation's No Kill leaders, top animal law professors, and everyday animal lovers are supporting Oreo's Law and what you can do to help make sure Oreo's death was not in vain.

The Race is On

Australia, New Zealand, and the U.S. vie to see which will become a No Kill nation first



*Beginning in 2008, the No Kill Advocacy Center began sending hundreds of free copies of **Redemption** to virtually every rescue group and shelter in Australia, with the assistance of the Australian organization **Pet Rescue***

(petrescue.org.au). The effort resulted in the first media article addressing the No Kill philosophy and spurred the Animal Welfare League of Queensland, an open admission animal management/control shelter, to embrace the programs and services of the No Kill Equation. All told, 800 copies of the book were distributed throughout the Australian continent.

*On September 30 – October 2, 2009, we participated in a national conference on the Gold Coast of Australia. Bringing together shelter directors, government officials, rescue groups and animal lovers from all over Australia and New Zealand, the No Kill Advocacy Center presented four workshops: *Building a No Kill Australia*, *The No Kill Matrix: What is a Savable Animal?*, *Developing Trap-Neuter-Release (TNR) in the Australian Context*, and *Reforming Animal Control/Management: A Discussion for CEOs, Managers and Leaders of Pounds & Shelters*.**

* Thanks to a gift of books and shipping costs from the author, and thanks to sponsorship by Pet Rescue (Australia), this effort did not require any expenditure of No Kill Advocacy Center funds.

This was our message to our colleagues in Australia.

We were asked to answer the question of whether it was possible to achieve a No Kill Australia. We believe the answer is “yes.” Not only does the United States example says that it is—a model we believe shows great promise in Australia—but two communities in Australia are already proving it. Both the Gold Coast and the Australian Capital Territory are experiencing No Kill success. Understanding the model both the progressive U.S. and Australian communities used to achieve it provides powerful evidence that the issues are the same, the roadblocks are the same, and the solutions are the same. We are kindred spirits. And while far too many animals are still being needlessly killed in both U.S. and Australian shelters, we have a genuine solution at hand.

The American Experience

In the last decade and a half, several shelters in numerous communities have comprehensively implemented a bold series of programs and services to reduce birthrates, increase placements, and keep animals with their responsible caretakers. As a result, they are achieving unprecedented results, saving upwards of 95 percent of all impounded animals in open admission animal control facilities. Some of these communities are in urban communities, and others are in rural communities. Some are in very politically liberal communities, and others are in very conservative ones. Some are in municipalities with high per capita incomes, and others are in communities known for high rates of poverty. These communities share very little demographically. What they do share is leadership at their shelters who have comprehensively implemented a key series of programs and services, collectively referred to as the “No Kill Equation.”

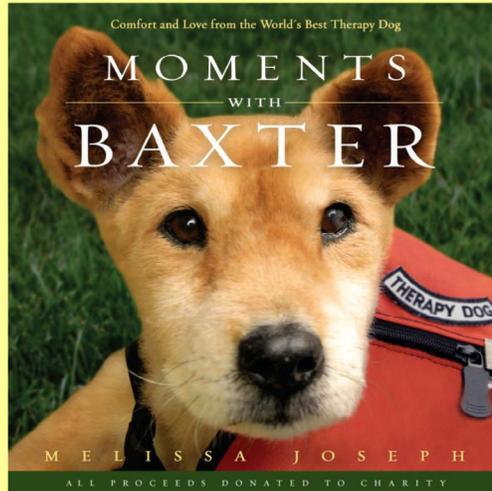
Moments with Baxter

by

Melissa Joseph

A collection of amazing stories about the world's oldest therapy dog as he brings comfort and love to those in their dying hours.

A testament to the magical connection between humans and animals.



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All proceeds from book sales go to animal causes.

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The fundamental lesson from the experiences of these communities is that the choices made by shelter managers are the most significant variables in whether animals live or die. Several communities are more than doubling adoptions and cutting killing by as much as 75 percent—and it isn't taking them five years or more to do it. They are doing it virtually overnight. In Reno, Nevada, local shelters led by the Nevada Humane Society in 2007 initiated an incredible lifesaving initiative that saw adoptions increase as much as 80 percent and deaths decline by 51 percent, despite taking in a combined 16,000 dogs and cats.

In addition to the speed with which it was attained, what also makes Reno's success so impressive is that the community takes in over two times the number of animals per capita than the U.S. national average

and as much as five times the rate of neighboring communities and major U.S. cities. But year-to-date in 2009, 93 percent for dogs and nearly 90 percent for cats are being saved, despite an economic and foreclosure crisis that has gripped the region. With an overall rate of lifesaving of roughly 90 percent of all animals, they are proving that communities can quickly save the vast majority of animals once they commit to do so, even in the face of public irresponsibility or economic crisis. This is consistent with the results in Charlottesville (VA), Tompkins County (NY), and others.

Unfortunately, many shelter directors remain steadfast in their refusal to embrace the No Kill paradigm. Among the various excuses for why it cannot be done, the two most common are that there are simply too many animals for the available homes ("pet overpopulation") and that shelters are not given adequate

funding by local governments to get the job done without killing.

In the United States, however, careful review of the data, as well as the experiences of the most innovative, progressive, and best performing shelters nationwide prove that our movement needs to re-evaluate both the notion as to "who is to blame" as well as "what shelters can do about it." To put it bluntly, in the United States, shelters have the ability to save animals who are not irremediably suffering, hopelessly ill, or truly vicious dogs (which, combined, apprise less than ten percent of all impounds), and they can do so very quickly. And the two most often cited reasons—pet overpopulation and lack of resources—have not shown to be true barriers to success.

To begin with, many of the programs identified as key components of saving lives are more cost-effective than intaking, warehousing, and then killing animals. Some rely on private philanthropy, as in the use of rescue groups which shift costs of care from public taxpayers to private individuals and groups. Others, such as the use of volunteers, augment paid human resources. Still others, such as adoptions, bring in revenue. And, finally, some, such as neutering rather than killing feral cats, are simply less expensive, with exponential savings in terms of reducing births.

In addition, a 2009 multi-state study found no correlation between per capita funding for animal control and save rates. One shelter saved 90 percent of the animals. Another saved only 40 percent. One community has seen killing rates increase over 30 percent. Another has caused death rates to drop by 50 percent. There was, however, no correlation between success/failure and per capita spending on animal control. In other words, the difference between those

shelters which succeeded and those which failed was not the size of the budget, but the programmatic effort of its leadership.

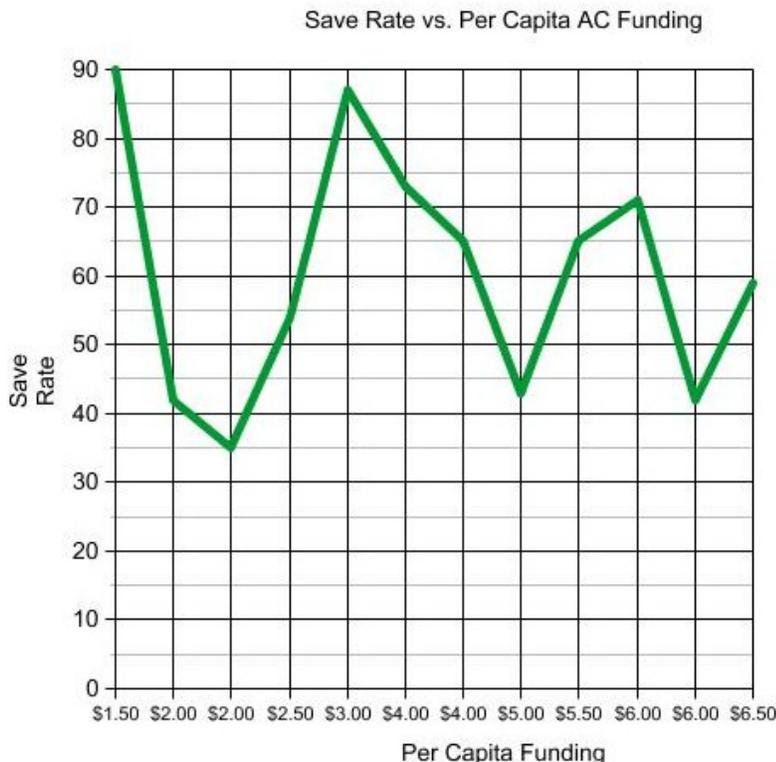
Roughly, per capita funding ranged from about \$1.50 to about \$6.30. Save rates ranged from 35 percent (\$2.00 per capita) to 90 percent (\$1.50 per capita), but they did not follow any predictable pattern. There were shelters with an 87 percent rate of lifesaving spending only \$2.80 per capita, and shelters with a 42 percent rate (less than half of the former) spending more than double that (at \$5.80 per capita).

In other words, the amount of per capita spending did not seem to make a difference. What did make a difference was leadership: the commitment of shelter managers to implementing a key series of necessary programs.

While communities should provide adequate funding, only throwing money at "the problem" will do very little without leadership committed both to lifesaving and to accountability. In King County, Washington, the County Council has spent millions of additional dollars in both capital and operational improvements since three independent evaluations in 2007 and 2008 revealed high rates of illness, deplorable conditions, and high rates of killing at King County Animal Care & Control (KCACC). In fact, until recently, the King County Council has never denied a funding request for KCACC. But no improvement in animal care has been achieved. Follow-up assessments continue to criticize the agency for the same conditions previously blamed on lack of resources.

In Portland, Oregon, likewise:

Over the course of the past few years (fiscal years 2003 through 2008), a period during which the total number



of animals brought into the shelter increased by only 5 percent and the agency's budget increased by 50 percent (to a current \$4.6 million), nearly every measure of the agency's performance documents failure. Adoptions are down by 40 percent (dogs) and 18 percent (cats). Nearly half of the dogs not returned to owners are killed; so too are nearly two-thirds of cats. The "kill rate" is now well above rates in neighboring counties facing far more severe budget limitations. Thousands of dollars are squandered on adversarial enforcement efforts that have achieved no meaningful improvement in the public's safety.¹

The second reason often cited for failure to embrace and/or achieve No Kill is the idea of pet overpopulation, but the data here has also not borne out the claim. It is important to note that the argument that there are enough homes for shelter animals does not also include any claims that some people aren't irresponsible with animals. It doesn't mean it wouldn't be better if there were fewer of them being impounded. Nor does it mean that shelters don't have institutional obstacles to success. But it does mean that these problems are not insurmountable. And it does mean shelters can do something other than killing for the vast majority of animals.

In the United States, current estimates from a wide range of groups indicate that approximately four million dogs and cats are killed in shelters every year. Of these, given data on the incidence of aggression in dogs (based on dog bite extrapolation) and save rates at the best performing shelters in the country from diverse regions and demographics, better than 90 percent of all shelter animals are "savable." The remainder consists of hopelessly ill or injured animals and

¹ That doesn't mean that governments should continue underfunding their shelters where they are doing so. Shelters with low per capita spending claimed difficulty sustaining programs. As a result, the study should not be used as an excuse to reduce shelter budgets.

vicious dogs whose prognosis for rehabilitation is poor or grave. That would put the number of savable dogs and cats at roughly 3.6 million.

These same demographics also tell us that every year, roughly 21 million are considering bringing a new dog or cat into their home, of which 17 million have not decided where they will get that animal and can be influenced to adopt from a shelter. Even if the vast majority of those 17 million (upwards of 80 percent) got a dog or cat from somewhere other than a shelter, U.S. shelters could still zero out the deaths of savable animals. On top of that, not all animals entering shelters need adoption: Some will be lost strays who will be reclaimed by their family (shelters which are comprehensive in their lost pet reclaim efforts, for example, have demonstrated that as many as two-thirds of stray dogs can be reunited with their families). Others are unsocialized feral cats who need neuter and release. Some will be vicious dogs or are irremediably suffering and will be killed. In the end, a shelter only needs to find new homes for less than half of all incoming animals.

From the perspective of achievability, therefore, the prognosis for widespread No Kill success is very good. But let's put all this aside. Let's assume "pet overpopulation" is real and insurmountable. To do that, we have to ignore the data. We also have to ignore the experiences of successful communities. In the United States, to accept the "No Kill is impossible" argument requires pretending the knowledge and the results do not exist.²

How does this change our support for the No Kill philosophy and the programs and services that make it possible? Even if this were true, it doesn't change the calculus. In the United States, shelters nationally are killing roughly half or more of all incoming animals. To borrow an overused

² There are communities which have achieved No Kill. Saying that No Kill is not possible, therefore, flies in the face of its achievement in communities across the United States.

sports analogy: that puts the save rate at the 50-yard line. And although the evidence is overwhelming to the contrary, let's say that shelters can never cross the goal line because of "pet overpopulation." What is wrong with moving the ball forward? If all shelters put in place the programs and services which brought rates of shelter killing to all-time lows in communities throughout the United States, they can save millions of additional lives nationally, regardless of whether they ever achieve an entirely No Kill community. That is worth doing and worth doing without delay. Because every year they delay, indeed every day they delay, the body count increases.

The Australian Experience

Before arriving in Australia, shelter directors across Australia were invited to a workshop we were holding entitled, "Reforming Animal Management: A Discussion for CEOs, Managers and Leaders of Pounds & Shelters." As part of that invitation, they were also surveyed about their attitudes to the No Kill philosophy and its achievability. The excuses were similar to those offered in the United States:

- We need tougher laws to make people responsible
- The animals are better off dead than adopted into low quality homes
- There are too many animals, not enough homes
- You can't adopt your way out of killing
- Not enough funding to save more lives
- No Kill is not achievable
- Any criticism of shelters is unfair because they are doing the public's dirty work
- What works in the U.S. will not necessarily work in Australia

Why are these excuses and not true barriers to success? To begin with, they have been proven false in the U.S.

context. And the United States and Australia share many similarities. Both are killing roughly half of all impounded animals. Both have almost identical rates of pet ownership. Adjusted for population, both are killing roughly the same number of animals. And Australian pet owners are spending slightly higher per capita on their animals than their American counterparts. In fact, like the American experience, spending on dogs and cats in Australia continues to grow, even as nearly all other sectors of the economy are in steep decline.

Moreover, recent studies in Australia show that the number of Australians every year who get a new pet for outpace the number killed annually in Australian pounds and shelters: As many as 1,000,000 Australians seek a new dog or cat every year; while roughly 400,000 are being killed annually. Like the United States, the real issue is not an overpopulation of dogs and cats—the thriving pet store trade contradicts this assertion—but market share borne of failure on the parts of shelters and pounds to compete with commercial sources of animals.

The problems in Australian pounds and shelters are *identical* to the problems in U.S. pounds and shelters. First, shelters have done a very poor job of marketing their animals and have contributed to a view of available animals as "damaged goods." Second, shelters have taken the false position that free roaming cats are a threat to the local ecology and should be rounded up and killed. Third, a survey of rescue groups and animal advocates yielded the following complaints:

- Pounds are killing dogs and cats despite rescue groups requesting them
- Pounds are discriminating against breeds, particular Pit Bull-type dogs
- Pounds discourage volunteers
- Pounds are not treating ill or injured animals

- Pounds are not marketing animals for adoption
- Pounds discourage redemptions and adoptions through high fines and fees under “get tough” and “revenue raising” efforts.

In short, they are not comprehensively implementing the programs and services which provide an alternative to killing. But instead of doing so, Australian states and territories are making the same mistakes that U.S. municipalities do: following a model of punitive legislation that has not achieved in success in the United States, and that is not achieving success in Australia.

Under the Domestic Animals Act, municipalities are implementing punitive measures including pet limit laws, curfews/leash laws, mandatory licensing and microchip laws, stray cat feeding bans, mandatory desexing/sterilization laws, and other restrictions. The State of Victoria has also recently launched a program euphemistically called “Who’s for Cats?” telling citizens not to feed stray cats, but rather to call the local shelter, where the cat faces a seven out of ten chance of being killed. Victoria is clearly not for cats, but against them, pushing a paradigm of killing that is costing 74% of cats their lives.

In fact, both New South Wales and Victoria both report that their mandatory desexing and licensing laws have had no significant impact on impounds or death rates. Victoria is still killing roughly the same percentage and number of dogs and cats as before these laws; as is New South Wales. Their own data analysis shows these laws for what they are: a failure.

Even in the U.S., the flagship of the traditional sheltering establishment has finally admitted that mandatory desexing/sterilization laws do not work:

To the knowledge of the ASPCA, the only method of population control that has demonstrated

long-term efficacy in significantly reducing the number of animals entering animal shelters is the voluntary sterilization of owned pets. There is also evidence that sterilizing very specific, at-risk sub-populations of companion animals such as feral cats and animals in shelters can also contribute to reductions in overpopulation. *In contrast, the ASPCA is not aware of any credible evidence demonstrating a statistically significant enhancement in the reduction of shelter intake or euthanasia as a result of the implementation of a mandatory spay/neuter law.*

Even if shelter managers are going to ignore the data comparisons with the U.S., even if they are going to peddle the fiction that Australia is unique in this context, how can Australian pounds and shelters claim to be unique when they do not operate differently than those of the U.S.? They act the same way by killing, and they use the exact same excuses for why they cannot do better: by blaming others for their own failures. Australian demographics are nearly identical to their U.S. counterparts. And their own data and admissions show the punitive model of mandatory licensing, sterilization, and leash laws have been a near complete failure in lowering impounds and death rates.

Moreover, how would shelter managers know something will not work in Australia when most of the pounds and shelters have not tried? How can shelters save ill animals without medical care and rehabilitation? How can shelters save feral cats without TNR? How can they adopt more animals without competing more effectively with commercial sources of animals through comprehensive adoption campaigns, incentives, and marketing? How can they reduce impounds without high volume, low cost spay/neuter? They can’t. So the programs that work in the United States will also work in Australia. But even if shelters do not believe that

crossing the goal line of No Kill is achievable; put simply: it is indefensible for shelter managers to refuse to implement programs that would dramatically lower death rates at their pound because they lack the belief that those programs can eliminate killing entirely.

Finally, there are two good reasons to believe that what works in the U.S. will also work in Australia: 1. The Royal Society for the Prevention of Cruelty to Animals (RSPCA) in the Australian Capital Territory; and, 2. The Animal Welfare League (AWL) of Queensland. These two shelters in Australia are having great success using the No Kill Equation model of sheltering. Both are open admission animal management/control shelters. Both have begun implementing the programs and services of the No Kill Equation, as an alternative to the punitive model advanced in shelters in places like Victoria and New South Wales. And both have had lifesaving results consistent with those of the United States.

Last year, the AWL of Queensland saved roughly 90 percent of all impounded animals. They were 1,300 animals shy of achieving their No Kill goals, but for 3,000 animals they impounded from outside their jurisdiction. In fact, they would have achieved No Kill for their entire community, if they had not taken in animals from outside their community. And the RSPCA of the Australian Capital Territory is saving 93% of dogs and 78% of cats, identical to Reno's results in the first year of its No Kill initiative, and the save rate for cats continues to grow.³

While RSPCA shelters overall are killing 62% of cats and 34% of dogs, while Victoria shelters are killing 74% of cats and 31% of dogs, while many American shelters are also killing roughly 60-70% of cats and 35 to 40% of dogs, both the AWL of Queensland is now No Kill for both dogs

and cats (saving at least 90%) and the RSPCA in the Australian Capital Territory is No Kill for dogs and saving roughly eight out of ten cats. In short, the No Kill Equation model of sheltering works in Australia. Two communities have proved it.

The Myth of Pet Overpopulation

Some rescue advocates have taken issue with the fact that pet overpopulation is a myth, arguing that widespread belief in it serves their goal of increasing sterilization of companion animals and placing restrictions on the commercial pet trade. There are plenty of good arguments for spay/neuter. Studies cited by government officials in both Victoria and New South Wales indicated that the majority of the owned pet cat population was already sterilized. Those that were not, not surprisingly, belonged to low income pet owners. By making spay/neuter affordable and widely available, shelters and pounds in Australia can increase the number of people who sterilize their animals. Regardless of the balance between numbers of animals entering shelters and numbers of available homes, the fewer the number who enter shelters, the less likely they are to be killed by shelter managers and their staff.

Moreover, given the anti-cat posture of many Australian laws, the fewer the number of free-roaming cats; the less likely they too will end up at shelters where they will be killed. By encouraging TNR, rather than banning feeding, these agencies can reduce the numbers of cats both on the street and entering shelters.

There are also plenty of good arguments for cracking down on the abusive puppy mill trade both in the United States and Australia, and for requiring pet stores that sell animals to require spay/neuter before sale, the same way some U.S. states require shelters to sterilize before adoption. Sterilization internalizes costs, which are currently borne by taxpayers and others. And puppy mills fuel overbreeding, inbreeding, minimal veterinary

³ According to the director, TNR is illegal in the Australian Capital Territory which limits their ability to save feral cats.

care, poor quality of food and shelter, lack of human socialization, overcrowded cages, neglect, abuse, and the killing of animals by those facilities when they are no longer profitable. They should be shut down.

Unfortunately, there is some evidence that the veterinary community in Australia is working to impede efforts to promote more affordable spay/neuter in deference to their profit motive. As such, they are behaving very similarly to groups like the American Veterinary Medical Association and many local Veterinary Medical Associations.

While numerous U.S. studies show that low cost neutering doubles the number of poor people who sterilize their animals, and studies show that as many as 69% of low income pet owners say they would sterilize their pets if it was free, these studies also show that use of low and no-cost clinics does not impact veterinary profits as they tend to be used by poor people who would not otherwise sterilize their animals due to high cost. Nonetheless, these veterinary associations are now citing the availability of homes and the No Kill model as a reason not to promote affordable spay/neuter.

There will always be special interest groups that seize on our message to further their own self-interest; and these interests often have nothing to do with the best interests of the animals. To the extent that veterinary and other commercial interests in Australia or the U.S. oppose making spay/neuter widely available to low income groups by reducing or eliminating cost as a barrier, they should be condemned.

But peddling the fiction that there are "too many animals, for the too few homes available" does little to curb all of these abuses. And besides being demonstrably false, it gives underperforming shelters and pounds the excuse they need to kill savable animals. And that trade off is not only intolerable; it is not ours to make for the defenseless animals both U.S. and

Australian pounds needlessly kill every year.

The myth of pet overpopulation gives regressive shelter managers and their national allies the excuse they need to kill. The myth of pet overpopulation legitimizes poor care at shelters by having the community focus on the "irresponsible public," rather than the irresponsible managers in these shelters.

The myth of pet overpopulation gives local governments a reason to promote punitive schemes that further harm animals. And the myth of pet overpopulation prevents even rescuers from demanding an immediate end to the paradigm of killing. Enough is enough.

The New Zealand Experience

While we are less familiar with the experience of New Zealand shelters, anecdotal evidence presented by shelter directors at the Australian conference also show similarities to the Australian and U.S. experiences. Shelter directors in New Zealand report similar baselines and similar increases in lifesaving by implementing the programs and services of the No Kill Equation.

In fact, the head of one of New Zealand's largest shelters offered a challenge at the conference: New Zealand will be the first No Kill nation. The Australian delegation accepted the challenge. We accepted it on behalf of the United States. *The race is on.*

Only time will tell if our 15-year head start will be enough to overcome the intransigence of uncaring shelter directors, their shirking staff, the government bureaucrats that protect them, and the national organizations such as the Humane Society of the United States which continue to legitimize the killing.

No Kill Nation

A *National Tragedy.* This year, roughly 4,000,000 dogs and cats will be put to death in our nation's animal shelters. Their only "crime" is that they have no human address. Others may be sick or injured, but they could be saved with little effort. Unfortunately, they, too, will be killed. And still others are feral cats who should never enter shelters in the first place. But there is another way.

A Reason for Hope. In the last decade, several progressive shelters have put into place a bold series of lifesaving programs and services which have dramatically reduced the death rate in their communities. The resulting success proves that there is a formula for lifesaving, and that if we are to achieve a No Kill nation, it is incumbent upon shelters nationwide to embrace the programs and services which have been proven to save lives.

The No Kill Advocacy Center is the nation's first organization dedicated solely to the promotion of a No Kill nation. And it is the only national animal welfare agency that is staffed by people who have actually worked in and created a No Kill community.

Join the Crusade. But the challenges we face are great. From entrenched bureaucrats who are content with the status quo, to uncaring shelter directors hostile to calls for reform; from agencies mired in the failed philosophies of the past to those who have internalized a culture of defeatism—the roadblocks to No Kill are substantial, but not insurmountable.



We have a choice. We can fully, completely and without reservation embrace No Kill as our future. Or we can continue to legitimize the two-prong strategy of failure: adopt a few and kill the rest. It is a choice which history has thrown upon us. And a challenge that the No Kill Advocacy Center is ready to take on.

Your tax deductible contribution will help us hasten the day when animals find in their shelter a new beginning—instead of the end of the line. Working together, we can build an alternative consensus to traditional sheltering models—one which is oriented toward promoting and preserving life. An alternative which seeks to create a future where every animal will be respected and cherished, and where every individual life will be protected and revered.

No Kill Advocacy Center
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Oakland CA 94611

Or make a secure online donation at
www.nokilladvocacycenter.org.