



Saving all of our
healthy and treatable
shelter dogs and cats
by 2015
is not only possible,
it's probable.



The Pet Rescue Foundation

**Today, our nation's shelters are killing
3.7 million dogs and cats.**

**We need to reduce that number
to 700,000 to save all of our
healthy and treatable shelter pets
and reach the no-kill nation goal.**



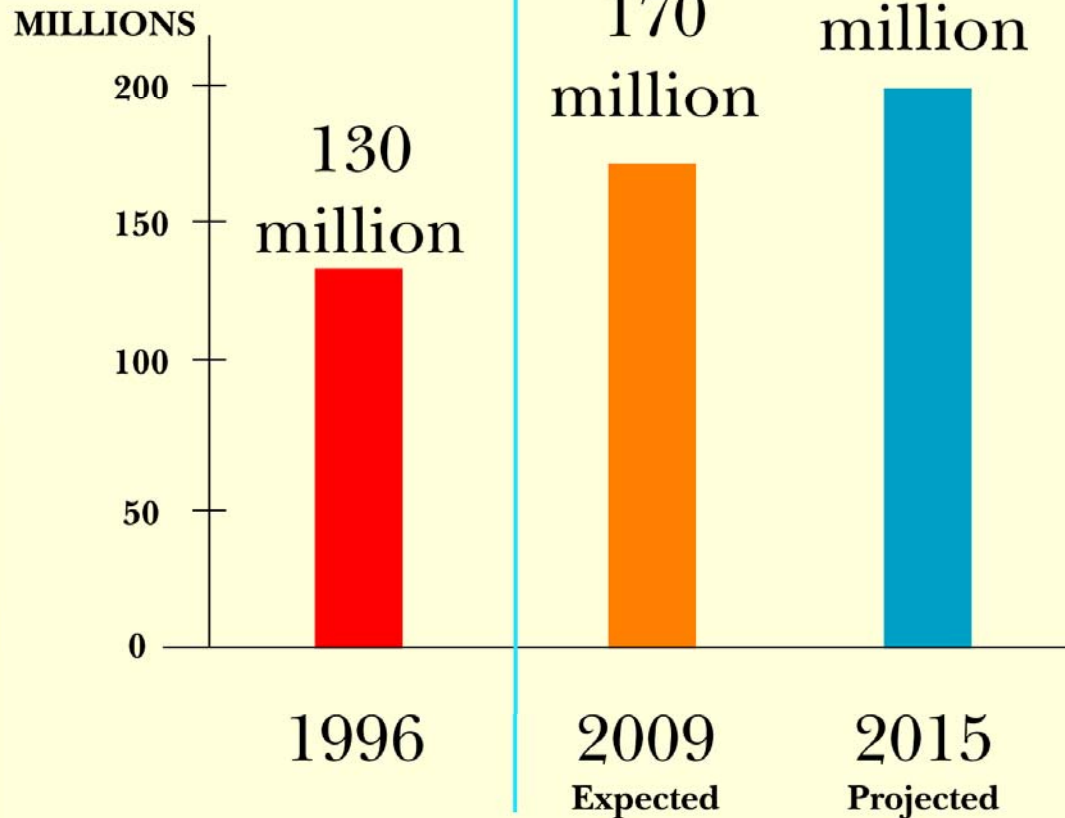
Shelter deaths have plummeted nationally since 1970.

	Shelter Pet Deaths (Millions)	Save Rate	Deaths per Thousand People
1970	24	19%	115
1996	6	42%	23
2009 Expected	3.7	55%	12
2015 Projected	700,000	90%	2



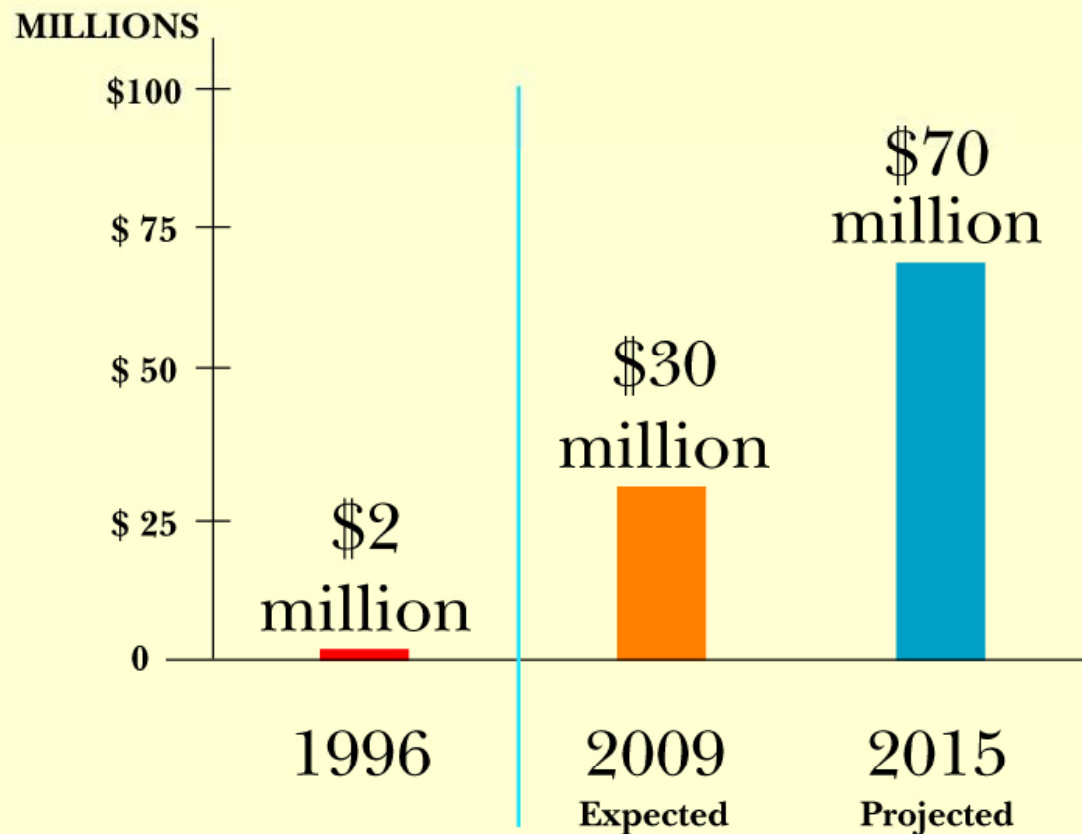
The U.S. population is growing, and more households are adding four-legged family members.

Dogs & Cats in Homes



More and more animal welfare resources are coming into play.

Funding from Foundations





The number of veterinarians specially trained to keep healthy shelter pets well and treat shelter pets who are sick and injured is growing by leaps and bounds.

- Ten years ago, there was only one shelter medicine program in the country. Today, 24 out of 28 veterinary schools have shelter medicine programs.
- Opportunities for shelter veterinarians are rising at a rapid rate.



A growing number of communities are proving it can be done.

In 2007	Live Release Rate	Deaths per 1000
• Berkeley, CA (4 cities)	93%	1
• Vigo County, IN	92%	2
• Tompkins County, NY	91%	2
• Albemarle County, VA	87%	6
• San Francisco, CA	85%	2
• Richmond, VA	77%	7
• Washoe County, NV	76%	5
• Dane County, WI	71%	3
• Denver (metro), CO	72%	7
• New York City, NY	64%	2



Public attitudes are changing.



Today, dogs and cats are generally considered family members.

Folks who see their pets as family members are not willing to let them die in animal shelters.



It's time to hand out the megaphone!

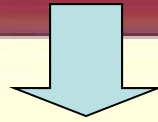
Non-Pet 29 MM	Lapsed 23 MM	Pro-Breeder 8 MM	Swing Vote 41 MM	Pro-Adoption 14 MM
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Many people do choose shelter adoption. Roughly 14 million people in the U.S. are pro-adoption: they adopted their last pet and plan to adopt their next pet.

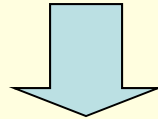
Then there are the undecideds: the swing voters. In our case, there are 41 million swing voters and 17 million of those households plan to get a pet next year. These people aren't anti-adoption, they just haven't decided how they're going to get their next pet.



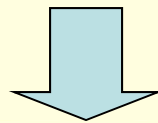
Road Map to a No-Kill Nation



Today, 4 MM pets are adopted every year
= 3 pets per shelter per day



To save the 3 MM pets being euthanized every year
= 2 additional pets per shelter per day



Our goal is to achieve an adoption rate of
5 pets per shelter per day





Accelerating Awareness to Action

- The Ad Council is launching a 3-year public service advertising campaign in mid-2009 to encourage Americans to adopt dogs and cats from animal shelters.
- The Ad Council has delivered some of our most iconic campaigns and slogans: *Smokey Bear*, *Take a Bite Out of Crime*, *A Mind is a Terrible Thing to Waste*.
- This is the first time ever the Ad Council has taken on an animal welfare issue.
- Last year, the Ad Council received more than \$1.8 billion in donated advertising time and space.



Maddie

Her unconditional love, devotion, loyalty and spirit inspired her caregivers to start a foundation in her name.

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