




CHERI STORMS
EXECUTIVE DIRECTOR

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ABOUT US



- 1. Statewide Financial Assistance Organization**
 - We Fundraise to Help Others
- 2. Free and Low-Cost Spay/Neuter Surgeries to more than 300 Rescue Groups & Shelters**
- 3. Online Application is Quick & Easy**
- 4. Funded Nearly 200,000 Spay/Neuter Surgeries**

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ABOUT US

- We are a 501(c)(3) Nonprofit
- Funded by Donations, Grants, Fundraisers & the Pet Friendly Plate
- #4 Selling
- Raised Over \$5M since 2011
- We are focused on Indiana shelters and rescues



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OUR VETS

- Statewide Network of 120 Vets
- Rescues & Shelters Can Invite Vets to Join Our Program
- Some Vets are on Our "Private" List



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STRATEGY



**GETTING TO ZERO:
A ROADMAP
TO ENDING ANIMAL SHELTER
OVERPOPULATION IN
THE UNITED STATES**

PETER MARSH

Professional Literature on Animal Welfare

Peter Marsh – Author,
Researcher, Attorney

Free Download:
ShelterOverpopulation.org

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COST OF S/N VS. SHELTERING

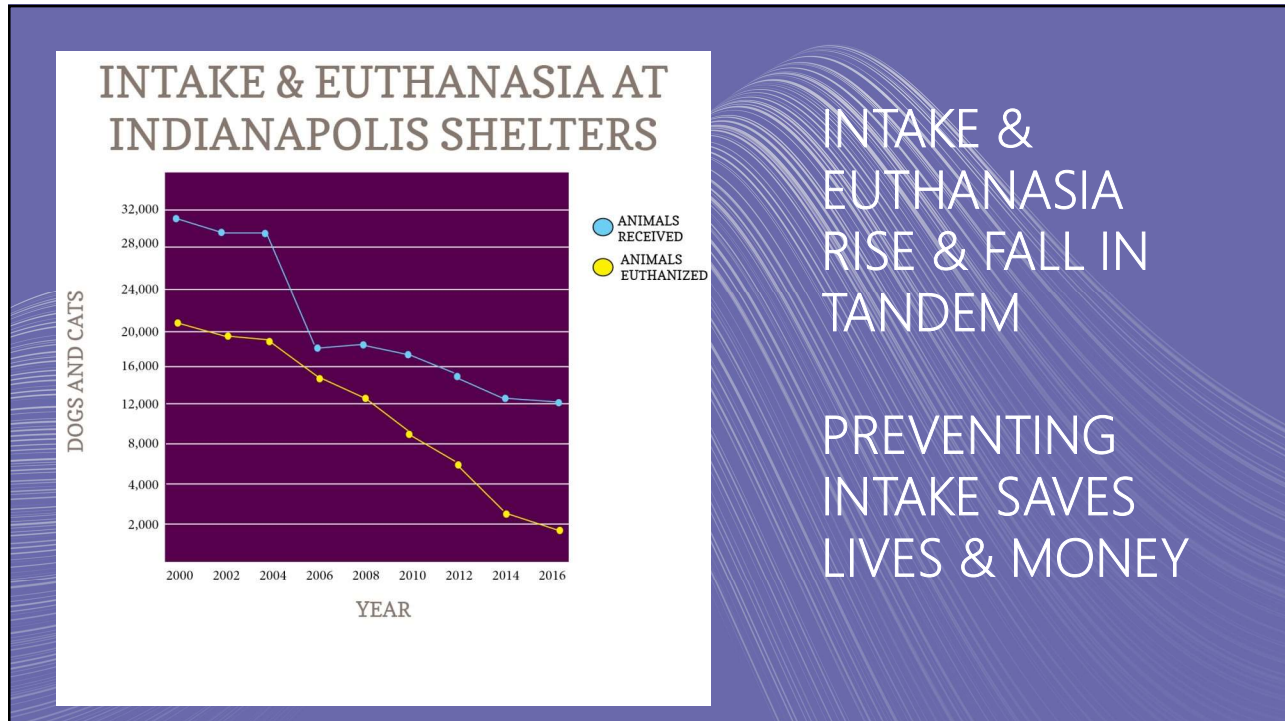
A 1998 national survey:
Shelters spent an
average of \$176 for
each animal they
impounded AND \$450 for
each animal placed.

Financial Assistance
Programs have been
shown to reduce both
intake and euthanasia
rates at a cost of \$50-
\$60 per animal.²

Financial Assistance Programs
cost much less per animal to
achieve results than other
types of programs, including
those related to
shelter/adoption solutions.
While both types of programs
drive down euthanasia rates,
the difference is the cost-
effectiveness.

SAVE LIVES & MONEY

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SPAY & NEUTER PREVENTS OVERPOPULATION

5 STRATEGIC PROGRAMS

1. SNAP program for limited-income pet owners \$25
2. Shelters & Rescue Groups – FREE
3. Community Cats – FREE
4. *The Fix is IN!* – Mobile Clinic (Public Vet)
Discounts are on a case-by-case basis
5. Pit Mix Fix \$10

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1. SNAP SPAY/NEUTER ASSISTANCE PROGRAM

1. Limited-income pet owners pay just \$25
2. Strays abound in low-income neighborhoods
3. SNAP helps get them fixed & stay with the people who love them!
4. People can grab a SNAP certificate every Monday morning (online)

STRATEGY: PREVENTS SHELTER INTAKE



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2. SHELTERS & RESCUE GROUPS

1. We provide 10 FREE spay/neuters per year, minimum
2. Makes animals adoption ready
3. Helps rescue groups "pull" more animals from overcrowded shelters into foster homes

**STRATEGY: PREVENT INTAKE &
PULL SHELTER ANIMALS**



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SPAY/NEUTER BEFORE ADOPTION

**2016 State Law: Requires Rescues
& Shelters to Spay/Neuter Before
Adoption**

The bill did not provide funding

**We are currently requesting an
amendment to the State budget**



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3. COMMUNITY CATS

What Are They?

- Feral & Free-Roaming Cats
- Trap-Neuter-Vaccinate-Return (TNVR) & Eartip
- “Colony Caretaker” (usually the person who was feeding the cat) continues to provide food & shelter

Strategy:

- Adding a Community Cat Program is the Quickest way to prevent shelter intake & become zero kill.
- About 90% of these cats were euthanized in shelters. There’s no demand for frightened cats.**



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COMMUNITY CATS

2014: Launched a Statewide Program

Offered 25 FREE spay/neuter certificates

Include a rabies vaccine & mandatory eartip


We now help fund more than 130 community cat programs



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Community Cats

Indiana Municipal Guide for Busy Leaders

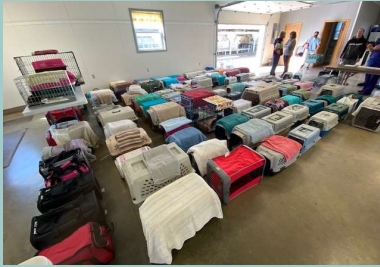


LOVE THEM FOR LIFE

PET FRIENDLY
SERVICES OF INDIANA

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4. UNIQUE PARTNERSHIP WITH PUBLIC VET



145 Cats Fixed in Terre Haute

The FIX is IN!

Mobile clinic for cats

They travel into remote counties (vet deserts)

In Indiana, there are some counties without a single vet!

\$90 Cost - Discounts provided on a case-by-case basis



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UNIQUE PARTNERSHIP WITH PUBLIC VET



Check-in line at Terre Haute

2022 *FIX is IN!* Clinics

(As of 12.15.22)



- 95 Clinics Completed
- **7,414 Cats Fixed**
- Over **\$85,000** of Financial Assistance Provided

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Increasing Awareness for Shelter Animals



LOOKING FOR A
NEW BEST FRIEND?
WE'RE HERE TO HELP!

ADOPTION GUIDE

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INDIANA IS FULL OF HIGHLY DESIRABLE DOGS

Adopters Will Find:

- ✓ Pure Breeds
- ✓ Small & Medium Dogs
- ✓ Puppies
- ✓ Adults & Seniors
- ✓ Fluffy Dogs & Short Hairs
- ✓ Designer Dogs



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ADOPTINPETS.ORG

Local Shelters Might Not Have What Adopters Want

Shelters don't have the time to match adopters with a dog at a different shelter.

The Adoption Guide increases awareness of GREAT animals in need of homes.

Explains how to find your perfect match & the nuances of adoption.



Cats benefit, too!



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PIT MIX FIX

\$10 spay/neuters for pit mixes and large dogs



PET FRIENDLY
SERVICES OF INDIANA

PAW LOVE THEM FOR LIFE PAW

STRATEGIC PROGRAM #5

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WHY THE PIT MIX FIX?

Who's left behind at Shelters?

- Pit Mixes & Large Dogs (50 pounds or more)
- Supply & Demand do not align
- \$10 Pilot Program – Marion County
- Lawrence & Jackson Counties – Special Program



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PIT MIX FIX

Rescue Groups can “pull” a limited number of Pit Mixes & Large Dogs before they become full

These dogs take longer to be adopted

Strategy: Spay/Neuter to Prevent Shelter Intake



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CHALLENGES



While we were locked down, Community Cats partied like it was 1999!

Pandemic

- Vet offices were "non-essential"
- PPE went to doctors & hospitals
- Vet clinics were slow to reopen, slower procedures, curbside....
- Shelters are now full (again)
- **There's also a nationwide vet shortage**

Funding

- Pet Friendly Services is a small nonprofit
- High demand for our spay/neuter certificates
- We sell out of SNAP each Monday
- The Pet Friendly license plate funds most of our surgeries
- We don't receive any government funding

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OPPORTUNITIES

Pet Friendly License Plate

#4 selling specialty plate

Generated \$5 Million in 11 years

A LOT of people DON'T KNOW about the Pet Friendly Plate!

www.PetFriendlyPlate.org



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EDUCATION & NETWORKING

INDIANA
Animal Welfare
CONFERENCE



April 1, 2023 \$25 Tickets
Indianapolis 8:30-4:30pm

www.PetFriendlyServices.org



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A LITTLE BIT MORE ABOUT US



- We Strive for Excellence
- Other States are Holding Us as a Model Program

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HELPING OTHER STATES

With spay/neuter programming:

- Maine
- Delaware
- Ohio
- Maryland



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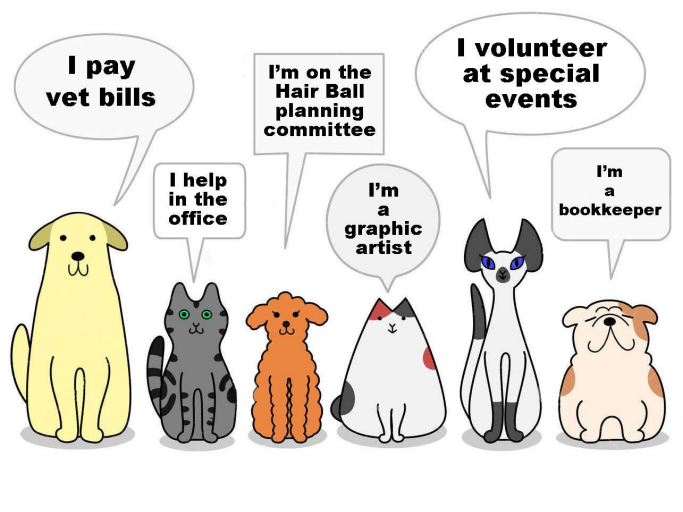
ABOUT US

We're a Small Team

3 Full-time staffers

4 Core Volunteers

An Excellent Board of Directors



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HOW YOU CAN HELP

Drive with the Pet Friendly Plate!

Tell EVERYONE About It!

Reach Out if You Need Our Help.



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Questions?

Cheri Storms
Exec. Director
317-767-7771 (Voice Mail)
317-762-0912 (Office)
info@PetFriendlyServices.org

