

Increasing Pet Adoptions  Saving Lives



Nevada Humane Society
May 2010

Nevada Humane Society Pet Adoptions

This presentation will cover:

- NHS's countywide statistics
- Policies and practices that increase adoptions and save lives
- Promoting adoptions



Nevada Humane Society Pet Adoption Statistics

Pet Adoptions

- 2006: 4,990
pre-no-kill initiative
- 2007: 8,030 up 61%
3,040 more adoptions
- 2008: 8,635 up 7%
605 more adoptions
- 2009: 9,184 up 6%
549 more adoptions

Neutered, vaccinated, and microchipped every pet before adoption.



Nevada Humane Society Lifesaving Statistics

Decreased animals losing their lives in Washoe County shelters

2007: 52% decrease

2,700 fewer dogs & cats lost their lives in 2007 than 2006.

2008: 10% decrease

2009: 27% decrease



Nevada Humane Society Lifesaving Statistics

Countywide Save Rate
(NHS and WCRAS combined)

- 2007:
 - Dogs 92% Cats 78%
- 2008:
 - Dogs 90% Cats 83%
- 2009:
 - Dogs 90% Cats 89%

National Average 2008:
• 50%
(Source: Maddie's Fund)



Nevada Humane Society Incoming Animals

Incoming Dog & Cats

Year	Owner	Transfer
2006	5,667	1,303
2007	5,258	3,188
2008	4,809	3,750
2009	4,945	4,469



Nevada Humane Society Lifesaving Statistics



Animal Deaths in Shelters per Thousand People

Washoe County 2009:
3.8 animals per 1,000 residents

National Average 2008:
10.2 animals per 1,000 residents

(Source: Maddie's Fund)

Nevada Humane Society Lifesaving Statistics



Shelter Admissions

Washoe County: 36 dogs & cats per 1,000 people.

National average: 14 dogs & cats per 1,000 people.
(Source: Animal People Newspaper)



"Opportunities multiply as they are seized."
— Sun Tzu, (400 B.C.)

Dramatically Increasing Pet Adoptions — Goals



Dramatically Increasing Pet Adoptions — Goals



Celebrate Victories



Dramatically Increasing Pet Adoptions — Goals

Showing Appreciation



Dramatically Increasing Pet Adoptions
Make it Easy to Fall in Love



Welcoming Atmosphere

Dramatically Increasing Pet Adoptions
Make it Easy to Fall in Love



Encourage Interaction

Dramatically Increasing Pet Adoptions
Make it Easy to Fall in Love

Festive Feelings



Dramatically Increasing Pet Adoptions
Make it Easy to Fall in Love

Serve and Protect



Dramatically Increasing Pet Adoptions
Make it Easy to Fall in Love

Create Success



Dramatically Increasing Pet Adoptions
Make it Easy to Fall in Love

Convenient Time



Dramatically Increasing Pet Adoptions
Make it Easy to Fall in Love



Increase Exposure

Dramatically Increasing Pet Adoptions
Make it Easy to Fall in Love



Increase Exposure

Dramatically Increasing Pet Adoptions
Make it Easy to Fall in Love

Super Adoption Events



Dramatically Increasing Pet Adoptions
Make it Easy to Fall in Love



Positive Impulses

Dramatically Increasing Pet Adoptions
Make it Easy to Fall in Love



Facilitate Bonds

Dramatically Increasing Pet Adoptions
Make it Easy to Fall in Love



Encourage Interaction 2008/11/01

Dramatically Increasing Pet Adoptions
Make it Easy to Fall in Love

Cat Colonies



Dramatically Increasing Pet Adoptions
Make it Easy to Fall in Love

Cat Colonies



Dramatically Increasing Pet Adoptions
Make it Easy to Fall in Love

Cat Colonies



Dramatically Increasing Pet Adoptions
Make it Easy to Fall in Love

Hide, Perch & Go Boxes



Dramatically Increasing Pet Adoptions
Make it Easy to Fall in Love

Adopt Me



Dramatically Increasing Pet Adoptions
Make it Easy to Fall in Love

Love and Money



**Dramatically Increasing Pet Adoptions
Make it Easy to Fall in Love**

Seniors for Seniors



**Dramatically Increasing Pet Adoptions
Make it Easy to Fall in Love**

Special Needs, Special Price



**Dramatically Increasing Pet Adoptions
Make it Easy to Fall in Love**

Eliminate Obstacles



**Dramatically Increasing Pet Adoptions
Make it Easy to Fall in Love**

User Friendly



**Dramatically Increasing Pet Adoptions
Make it Easy to Fall in Love**

Easy Identification



**Dramatically Increasing Pet Adoptions
Save the Feral Cats**

Barn Cat Adoptions



**Dramatically Increasing Pet Adoptions
Save the Feral Cats**



Barn Cat Adoptions

www.barncats.org

**Dramatically Increasing Pet Adoptions
Support Adoption Success**



**Spot Problems,
Solve Them**

**Dramatically Increasing Pet Adoptions
Get the Word Out and the People In**



Aggressive Promotion



**Dramatically Increasing Pet Adoptions
Get the Word Out and the People In**



**Dramatically Increasing Pet Adoptions
Get the Word Out and the People In**



**Dramatically Increasing Pet Adoptions
Get the Word Out and the People In**



Dramatically Increasing Pet Adoptions
Get the Word Out and the People In



Dramatically Increasing Pet Adoptions
Get the Word Out and the People In

Nevada Humane Society presents:
The "Match Made in Heaven" Valentine Event
Saturday, February 13



Come meet the new love of your life and give hope to a homeless pet!

- **Nono-Spin:** Furry Speed Dating
- Participants receive a free Valentine's Shambolic Treat!
- 4-7pm: "Match Made in Heaven" Singles Night hosted by "It's Just Lunch" dating service
- Enjoy refreshments
- Fun games & hourly raffles for great prizes
- Meet & mingle with other singles who love pets
- Meet adoptable pets

2825 Longley Lane, Reno
775-858-2000
www.nvhshumanesociety.org



Dramatically Increasing Pet Adoptions
Get the Word Out and the People In

Adopt a Mardi Gras Star at Nevada Humane Society



February 12-13 (Sat & Sun)
Special Adoption Fee:
\$35 for "Star" dogs, cats, and rabbits.
Come in and see for the Mardi Gras King and Queen
February 29 at 11 a.m.
Mardi Gras pet parade through the shelter!

Shelter Hours:
Sunday-Friday: 11 am-6:30 pm
Saturday: 10 am-6:30 pm

2825 Longley Lane, Reno, NV 89502 • 775-858-2000 • www.nvhshumanesociety.org

Dramatically Increasing Pet Adoptions
Get the Word Out and the People In

NEVADA HUMANE SOCIETY
st. patrick's pals



March 7-17

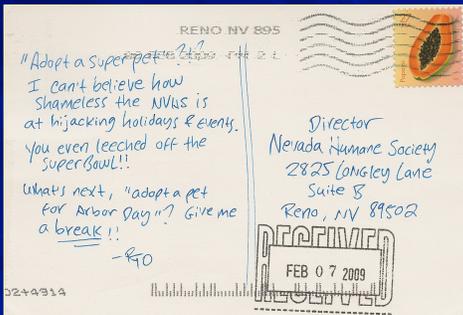
Half price adoption fee for all animals with shamrock sticker

Dogs & cats \$25; rabbits \$17; hamsters/gerbils \$5

Adopt a pal on March 17 and receive a free gift!

MONDAY-FRIDAY: 11 am-6:30 pm
SATURDAY: 10 am-6:30 pm SUNDAY: 10 am-6:30 pm
2825 Longley Lane • Reno, NV 89502 • 775-858-2000 • www.nvhshumanesociety.org

Dramatically Increasing Pet Adoptions
Get the Word Out and the People In



Dramatically Increasing Pet Adoptions
Get the Word Out and the People In

Adopt a Pet and Get a Free Tree on Arbor Day



April 24

Adopt a pet from Nevada Humane Society, get a certificate for a free tree from Moana Nursery and save \$10 off the regular adoption fee.

On Friday, April 24, dogs and cats will be eligible for adoption at Moana Lawn Garden Center, 1100 W. Moana Lane, Inver Novato 113 pm.

Shelter Hours:
Sunday-Friday: 11 am-6:30 pm
Saturday: 10 am-6:30 pm

2825 Longley Lane, Reno, NV 89502 • 775-858-2000 • www.nvhshumanesociety.org

Dramatically Increasing Pet Adoptions
Get the Word Out and the People In

Nevada Humane Society
**Mother's Day
Pet Adoption Special**

Special Adoption Fees for Moms:
\$10 for adult cats (4 months and older) and \$25 for select dogs

Adopt a pet on Mother's Day (Sunday, May 10) and get a beautiful carnation!

May 6-10

Adoption Hours:
Sundays - 11am-4:30pm
Saturdays - 10am-4:30pm
Open on Mother's Day

2025 Longley Lane, Reno • 775-856-2000 • www.nevadahumanesociety.org

Dramatically Increasing Pet Adoptions
Get the Word Out and the People In

Celebrate INDEPENDENCE DAY
this 4th of July at Nevada Humane Society and Help Liberate the Shelter Animals!

Special Adoption Fees July 2nd through 8th
Adult Dogs - \$40
Adult Cats - \$25
(Six months & older)
Kittens - \$50

Ice Cream Social July 4th
Adoption Hours:
Every day 11am-4:30pm
Open at 10am on Saturday

2025 Longley Lane, Reno • 775-856-2000

Dramatically Increasing Pet Adoptions
Get the Word Out and the People In

TRICK OR TREAT
HALLOWEEN WEEK OCT. 27 - NOV. 4
NEVADA HUMANE SOCIETY

Monday - Friday 11am - 4:30pm
Saturday 10am - 4:30pm Sunday 10am - 4:30pm

All Adult Cats \$25
All Adult Dogs \$25
(7 months & older)

SAFE TRICK-OR-TREATING
OCTOBER 31, 1PM TO 7PM
FUN FOR THE WHOLE FAMILY!

2025 Longley Lane, Reno • 775-856-2000 • www.nevadahumanesociety.org

Dramatically Increasing Pet Adoptions
Get the Word Out and the People In



Dramatically Increasing Pet Adoptions
Get the Word Out and the People In

NEVADA DAY
Nevada Humane Society

Celebrate!
Adopt a Friend
October 25 - 28

Thursday 11am-4:30pm
Sat 10am-4:30pm
Sun 10am-4:30pm

All Adult Dogs \$35
All Adult Cats \$25
(6 months or older)

2025 Longley Lane, Reno • 775-856-2000 • www.nevadahumanesociety.org

Dramatically Increasing Pet Adoptions
Get the Word Out and the People In

**Feel Uplifted:
Adopt a pet this week at
Nevada Humane Society**

September 7 - 10
Monday - Friday 11am-4:30pm
Saturday 10am to 4:30pm
Sunday 10am to 4:30pm

\$25 cats and \$35 dogs
Six months and older

Available Animals at NevadaHumane.org

Experience the love of an adopted pet.
Visit Nevada Humane Society this week and give a paw a hand.
3025 Longley Lane, Reno, 775-856-2000 www.nevadahumanesociety.org

Dramatically Increasing Pet Adoptions
Get the Word Out and the People In

Hot August Nights

Pet Adoptions

Special Fees:
\$25 Classic Dogs
\$45 Adult Dogs
\$10 Kittens (one or pair)

Adopt a classic pet or new cruising buddy this week!

August 2-10
Monday through Friday, 11am to 6:30pm
Saturday, 10am to 6:30pm
Sunday, 11am to 6:30pm

Nevada Humane Society • 2825 Longley Lane, Reno, NV 89502 • 775.856.2000 • www.nvhumane.org

Dramatically Increasing Pet Adoptions
Get the Word Out and the People In

Pawspective Art Show

Exhibit Opening
Nevada Humane Society
Saturday, July 18
4pm-8pm

- Free admission
- Refreshments and live music
- Works of local artists on display
- Exhibit of Victory Dogs Collection by contemporary artist & Best Friends Animal Society co-founder, Celia Maja (collection on display through July 31)
- Portion of proceeds from art sales benefits homeless animals of Nevada Humane Society

For more information, call 775.856.2000 ext. 333
2825 Longley Lane, Reno 775.856.2000 • www.nvhumane.org

Dramatically Increasing Pet Adoptions
Get the Word Out and the People In



Dramatically Increasing Pet Adoptions
Get the Word Out and the People In



Dramatically Increasing Pet Adoptions
Get the Word Out and the People In

Save an Animal and Save Energy

Adopt a pet from:
Pet Network, Nevada Humane Society or SPCA of Northern Nevada (April 22 to December 31, 2009) and get a free 12-pack of energy-saving light bulbs (while supplies last), courtesy of NV Energy

Dramatically Increasing Pet Adoptions
Get the Word Out and the People In

MARS petcare

Adoption Day
at Nevada Humane Society
Friday, September 25th

Reduced Adoption Fees!
All Adult Dogs Only
\$25
with a one month supply of Purina

Reduced Adoption Fees!
All Adult Cats Only
\$25
with a one month supply of Whiskas

Adoption Hours: 11am - 6:30pm
2825 Longley Lane, Reno, Nevada
775.856.2000
www.nvhumane.org

Dramatically Increasing Pet Adoptions
Get the Word Out and the People In

**Nevada Humane Society's
Fetal for Feces
Adoption Promotion
January 16-18**

**Special Reduced Adoption Fee:
\$35 (dogs and cats) with
Fetal for Feces Music Ticket Stub**

2025 Longley Lane, Reno • 775-856-2000 • www.nevadahumanesociety.org
775-856-2000

Dramatically Increasing Pet Adoptions
Get the Word Out and the People In

Dramatically Increasing Pet Adoptions
Get the Word Out and the People In

Adopt a "Mini Panther"
at Nevada Humane Society
March 6 - 11

Enjoy the exotic beauty of your own "Mini Panther" for just \$30

Adoption Hours:
Sunday-Friday: 11 am - 6:30 pm
Saturday: 10 am - 6:30 pm

2025 Longley Lane, Reno • 775-856-2000 • www.nevadahumanesociety.org

Nevada Humane Society
**All Dressed Up and
No Where to Go!**
September 17-27

Adoption Fees:
\$30 Kittens
\$10 Adult Cats
(4 months and older)
\$40 Adult Dogs
(4 months and older,
excluding
specially priced dogs)

Come see our beautiful black and black and white combination dogs and cats. They are dressed to the nines and awaiting that special date to go to their new homes.

Adoption Hours:
Sunday-Friday: 11am-6:30pm
Saturday: 10am-6:30pm

2025 Longley Lane, Reno • 775-856-2000 • www.nevadahumanesociety.org

Dramatically Increasing Pet Adoptions
Get the Word Out and the People In

Nevada Humane Society Cat History Report

CATFAX
CERTIFIED PRE-OWNED CATS
September 30-October 7

**\$10 Down
0% Financing
No Payments!**

Features & Specs:

- All makes and breeds
- Standard 4-year drive
- Standard 10% membership
- 100,000 year warranty
- Better than used

Multi-point inspection:

- Sprung or rotted
- Vaccinated
- Medical check-up
- Behavioral evaluation
- General grooming
- Real Time

Cats 4 months and older for a limited time only

Ask for a CATFAX history report before you adopt!

Adoption Hours:
Sunday-Friday: 11am-6:30pm
Saturday: 10am-6:30pm

2025 Longley Lane, Reno • 775-856-2000 • www.nevadahumanesociety.org

Dramatically Increasing Pet Adoptions
Get the Word Out and the People In

**DESPERATE
HOUSECATS & DOGS**
Nevada Humane Society
July 8-22

They're cute, playful, and some are just a bit...crazy.

Special Adoption Fee:
\$9.99 Adult Cats and \$39.99 Adult Dogs
(4 months and older, excluding specially priced dogs)

Adoption Hours:
Sunday-Friday: 11 am to 6:30 pm
Saturday: 10 am to 6:30 pm

2025 Longley Lane, Reno • 775-856-2000 • www.nevadahumanesociety.org

Dramatically Increasing Pet Adoptions
Get the Word Out and the People In

Real House Pets
OCTOBER 8-11

Adoption Hours:
Sunday-Friday: 11 am to 6:30 pm
Saturday: 10 am to 6:30 pm

2025 Longley Lane, Reno • 775-856-2000 • www.nevadahumanesociety.org

Dramatically Increasing Pet Adoptions
Get the Word Out and the People In

Adopt one of the
PETZILLAS!
Nevada Humane Society
September 4-10

Get a free one-month supply of pet treats when you adopt a Petzilla!



They're cranky, cross and ready for forever homes. Are you up for the challenge?

Adoption Fees
Adult Cats: \$10/month & \$100
Adult Dogs (4 months & older, including specially priced dogs): \$40
Petzillas: 1/2 off the above prices!

Adoption Hours
Sunday through Friday: 11am to 6:30pm
Saturday: 10am to 5:00pm

2825 Longley Lane, Reno 775-856-2000
www.nevadahumane.org

Dramatically Increasing Pet Adoptions
Get the Word Out and the People In

Big Love

Experience the love of an adopted pet!

Pet Adoptions: Dogs \$30, Cats & Rabbits \$20, Rats & Hamsters - \$5

June 1 - 30, 2008
Monday - Friday: 11am - 6:30pm
Saturday: 10am - 6:30pm
Sunday: 11am - 6:30pm

Free T-shirts & water bottles for June adopters!
www.nevadahumane.org

Dramatically Increasing Pet Adoptions
Get the Word Out and the People In

Double the Love!



Adopt two kittens for the price of one!

Big Love

Adoption Hours
Sunday - Friday: 11 am - 6:30 pm
Saturday: 10 am - 6:30 pm

2825 Longley Lane, Reno 775-856-2000 www.nevadahumane.org

Dramatically Increasing Pet Adoptions
Get the Word Out and the People In

Family Fun Carnival at Nevada Humane Society!



Saturday, June 27
11 a.m. to 4 p.m.

Join us for carnival fun including a dunk tank, balloon animals, juggling, refreshments, and lots of cute and adoptable animals!

Big Love

You're Invited to a Kitten Shower at Nevada Humane Society!



Enjoy refreshments, kitten shower games and much more!

Kitten Shower
Saturday, June 13
1pm - 5pm

Bring a gift from the Kitten wish list on our website

Big Love

Dramatically Increasing Pet Adoptions
Get the Word Out and the People In

BE A SUPERHERO
Adopt a Homeless Pet at Nevada Humane Society



MARCH 3-17
Special Reduced Adoption Fee:
\$10 Adult* Cats
\$45 Adult* Dogs
*4 months & older, including special breed dogs

Adoption Hours
Sunday - Friday: 11am - 6:30pm
Saturday: 10am - 6:30pm

2825 Longley Lane, Reno 775-856-2000 www.nevadahumane.org

Dramatically Increasing Pet Adoptions
Get the Word Out and the People In





Dramatically Increasing Pet Adoptions
Get the Word Out and the People In

**Nevada Humane Society's
Spring Fling Adoption Promotion**
April 27—May 1



Enjoy the warmth of spring with a new pet!
Special Adoption Rates:
\$10 for adult cats (4 months and older) and
\$25 for selected dogs

Adoption Hours:
Sunday-Friday: 11am-6:30pm
Saturday: 10am-6:30pm

2825 Longley Lane, Reno • 775-856-2000 • www.nevadahumanesociety.org

**Best Days of
SUMMER
Adopt-A-Buddy®
Through August 31st, 2008**



Monday - Friday
11am-6:30pm
Saturday
10am-6:30pm
Sunday
11am-6:30pm

Adult Dogs \$25 (Six months & older)
Adult Cats \$25 (Six months & older)
Kittens \$50
Adult Cats & Kittens 2 For The Price of 1!

Nevada Humane Society
2825 Longley Lane, Reno, Nevada
775-856-2000 • www.nevadahumanesociety.org

Dramatically Increasing Pet Adoptions
Get the Word Out and the People In

\$10 Adult Cats
6 months and older
August 14, 15, and 16



2825 Longley Lane, Reno, NV 89502
775-856-2000
www.nevadahumanesociety.org

Dramatically Increasing Pet Adoptions
Get the Word Out and the People In

Feline Frenzy!
July 10 - 20, 2008
Adopt a cat for just \$10! Kittens just \$50!



Spay your cat for \$10
Neuter your cat for \$5

Monday - Friday
11am-6:30pm
Saturday
10am-6:30pm
Sunday
11am-6:30pm

Nevada Humane Society
775 856 2000
2825 Longley Lane Reno, NV 89502

Dramatically Increasing Pet Adoptions
Get the Word Out and the People In

Nevada Humane Society
Fat Cat Adoption Days



You'll be rich in love!
More love per pound!

May 12-20
Adopt a beautiful plus-size cat for just \$20
Or adopt a "Fat Cat wanna be" (dog or cat) for \$40 (adult cats and dogs over 4 months old*)

*This does not apply to all dogs.

Adoption Hours:
Sunday-Friday: 11am-6:30pm
Saturday: 10am-6:30pm

2825 Longley Lane, Reno • 775-856-2000 • www.nevadahumanesociety.org

Dramatically Increasing Pet Adoptions
Get the Word Out and the People In

Adopt a Bunny Honey!



Nevada Humane Society
January 30—February 15
Special Adoption Fee: \$25

2825 Longley Lane Reno • 775-856-2000 • www.nevadahumanesociety.org

Shelter Hours:
Sunday-Friday: 11 am-6:30 pm
Saturday: 10 am-6:30 pm

Dramatically Increasing Pet Adoptions
Get the Word Out and the People In

Every Tuesday in February and March is "Tuxedo Tuesday" at Nevada Humane Society!



Adopt a black or black & white dog or cat for half off the current adoption fee. These pets are always sleek, stylish and elegant looking!

2825 Longley Lane, Reno
Sunday - Reno, NV
Sunday-Friday: 11am-6:30pm
Saturday: 10am-6:30pm
775-856-2000

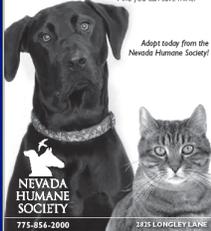
Nevada Humane Society

Dramatically Increasing Pet Adoptions
Get the Word Out and the People In

I can make a difference.

I can make someone smile.
I can warm your lap.
I can be a confidant.
I can change a life.
And you can save mine.

Adopt today from the Nevada Humane Society!



NEVADA HUMANE SOCIETY

775-856-2000
NEVADAHUMANE.SOCIETY.ORG

2825 LONGLEY LANE
RENO, NV 89502

Dramatically Increasing Pet Adoptions
Get the Word Out and the People In



Find your new best friend at the Nevada Humane Society.
Adopt a pet today and feel great about saving a life.



NEVADA HUMANE SOCIETY

Dramatically Increasing Pet Adoptions
Get the Word Out and the People In

Adopt a Buddy!

775-856-2000
Nevada Humane Society
2825 Longley Ln. Reno
www.nevadahumane.org

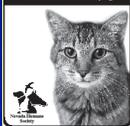


Adopt a Buddy!



2825 Longley Lane, Ste. B
Reno, NV 89502

775-856-2000
info@nevadahumane.org



Dramatically Increasing Pet Adoptions
Get the Word Out and the People In




NEVADA HUMANE SOCIETY

Dramatically Increasing Pet Adoptions
Get the Word Out and the People In

Join us for our 2009 Pet Adoptathon!

Nevada Humane Society
May 2-3
Open 36 straight hours for adoptions



Meet your new best friend!
Help us reach our goal of 200 adoptions.

- Special low adoption fee of \$25 for adult dogs and cats (4 months and older)
- Visit the animals
- Enjoy refreshments
- Join fun activities

Saturday, May 2 at 9 am through
Sunday, May 3 at 9 pm

2825 Longley Lane, Reno • 775-856-2000 • www.nevadahumane.org

Dramatically Increasing Pet Adoptions
Get the Word Out and the People In

Join us for the **PET ADOPTATHON!**
May 5 & 6, 2007

Come on down for 36 straight hours of fun and pet adoptions at the Nevada Humane Society! Music, celebrities, refreshments, kids' activities.

Adopt a dog, cat, or rabbit for just \$25!
Help us meet our goal of 200 adoptions from 9 AM Saturday, May 5 until 9 PM Sunday, May 6!

Pet Adoptathon Coupon
Bring this coupon to Nevada Humane Society, 2825 Longley Lane, Reno, NV, May 5 & 6 and get a free goodie bag for people! and pets!



Photos by Clay Myers

Dramatically Increasing Pet Adoptions
Get the Word Out and the People In



Home 4 the Holidays

Dramatically Increasing Pet Adoptions
Get the Word Out and the People In

Home 4 the Holidays

HOME 4 THE HOLIDAYS
SPECIAL ADOPTION HOURS:
Monday - Friday, 11am-6:30pm
Saturday, 10am-2:30pm
Sunday, 1pm-4:30pm

PETMAINT & VETERINARY ADOPTION HOURS:
Monday - Friday, 10:00-5:00pm
Sat, Sun - 10:00am-2:00pm
2825 Longley Lane • Reno, NV
775-856-2000
www.nevadahumane.org

RENO MAZDA KIA
Sponsored by Reno Mazda Kia
(775) 825-1013



Dramatically Increasing Pet Adoptions
Get the Word Out and the People In

Home 4 the Holidays

Home 4 the Holidays November 23 - January 6

Adult Dogs (6 years or older) - \$40
Adult Cats (6 years or older) - \$30
And special holiday festivities!

Nevada Humane Society
2825 Longley Lane
Reno, NV
775-856-2000

Help us make sure that all homeless pets in our community are truly Home 4 the Holidays!

Dramatically Increasing Pet Adoptions
Get the Word Out and the People In

Home 4 the Holidays

HOME 4 THE HOLIDAYS
NEVADA HUMANE SOCIETY

Home 4 the Holidays
November 23th thru January 6th

Adult Dogs (6 months or older) - \$40
Adult Cats (6 months or older) - \$30
Adopt a pet and receive your homemade pet's are truly Home 4 the Holidays!

Special Holiday Festivities!

Nevada Humane Society
Open every day 11am to 6:30pm
Open at Home on Saturdays
2825 Longley Lane, Reno NV
Call 856-2000 for more information.

Dramatically Increasing Pet Adoptions
Get the Word Out and the People In

Home 4 the Holidays



1,089 Adoptions during 5 weeks in 2008

Dramatically Increasing Pet Adoptions
Challenges as Opportunities



8 hoarding cases without killing cats



Dramatically Increasing Pet Adoptions
Challenges as Opportunities



Dramatically Increasing Pet Adoptions
Challenges as Opportunities



Great Orange Cat Rescue:
54 Cats Adopted

Dramatically Increasing Pet Adoptions
Challenges as Opportunities



Dramatically Increasing Pet Adoptions
Challenges as Opportunities



Dramatically Increasing Pet Adoptions
Challenges as Opportunities

News Release
For Immediate Release, August 27, 2008
For more information contact:
NHS Director, Lisa Smith
775 856 2000

Nevada Humane Society

Homes and Care Needed for 50 Cats Removed from Cold Springs Home

Adoption, Operations and Foster Care Needed to Help Cats

A Cold Springs homeowner surrendered 50 cats on August 26 and 27, 2008. Washoe County Regional Animal Services has identified the cats and is working to find homes for the cats and is looking for adoptive homes for the cats.

"The cats are in good shape and would benefit from homes in which people have very friendly, quiet, and loving homes. Operations Director for Nevada Humane Society, "The group includes two boxes of adult cats, one week old kittens and several kittens."

The cats are of various colors with beautiful markings. They will be available for adoption after being vaccinated, microchipped and spayed/neutered over the next couple of days. The adoption fee for adult cats is \$10.

"We are now in the second phase of these cats, with kittens coming into the shelter at the rate of 20 an average day. It is very important to find homes for these cats as soon as possible. These kittens are still being bred and will be available for adoption in the next few weeks."

Nevada Humane Society is offering \$10 to provide care to each animal who comes to the shelter. To help cover the additional expense of feeding the cats, NHS is requesting donations to help pay for additional care, food, and supplies. Donations of canned and dry pet and kitten food are also needed.

If you would like to be a part of the rescue effort by donating, adopting, or volunteering, please call Elizabeth Hansen at 775 856 2000, ext. 229 or visit the Nevada Humane Society shelter at 3821 Longley Lane in Reno from 11 AM and 6 PM and 4000 Shoshone in Sparks.

Dramatically Increasing Pet Adoptions
Challenges as Opportunities



Dramatically Increasing Pet Adoptions Challenges as Opportunities

Dramatically Increasing Pet Adoptions Challenges as Opportunities

Pardon the Road Construction on Longley Lane
September 18-20
 Nevada Humane Society is waiving adoption fees for adult dogs and cats going to loving homes 4 months and older

Come on down—enjoy some ice cream and adopt a new best friend for free!

Adoption Hours:
 Sunday: 11am-2:30pm
 Saturday: 10am-2:30pm

ROAD WORK AHEAD

Nevada Humane Society
 2825 Longley Lane, Reno • 775-858-2000 • www.nevadahumanesociety.org

Dramatically Increasing Pet Adoptions Challenges as Opportunities

Don't Let Construction Keep You From Your Forever Friend

During this busy construction season we want you to know the Nevada Humane Society is waiving adoption fees for adult dogs and cats going to loving homes. We know you're not a contractor, but we know you're a pet parent. So we've waived the adoption fee for adult dogs and cats going to loving homes. 4 months and older.

Special adoption pricing this weekend!
 From September 18 - Sunday, September 20

Adoption Hours: Sunday through Friday: 10am-6:30pm and Saturday: 10am-6:30pm
 All animals are spayed or neutered, vaccinated, and microchipped.

2825 Longley Lane, Reno, NV 775-858-2000

Has been licensed by the State of Nevada since 1988. These brochures are printed and distributed by the Nevada Humane Society. There are no royalties for these brochures.

Nevada Humane Society
 2825 Longley Lane, Reno, NV 775-858-2000
 www.nevadahumanesociety.org

Dramatically Increasing Pet Adoptions Get the Word Out and the People In

PET OF THE WEEK!

RENO MAZDA KIA
 9475 S. Virginia St. • (775) 828-9666

Nevada Humane Society
 National Volunteer Week
 Special Adoption Fees
 50% off Adult Cats & Dogs
 (4 months and older)

PET OF THE WEEK!
ALLIE
 16, we're Blenny and Barney - 14-week-old beakless. We are very affectionate, quite adorable, and love to play. We are looking for a special loving family that will allow us to live and play together forever.

RENO MAZDA KIA
 9475 S. Virginia St. • (775) 828-9666

PET OF THE WEEK!
RENO MAZDA KIA
 9475 S. Virginia St. • (775) 828-9666

Nevada Humane Society
 National Volunteer Week
 Special Adoption Fees
 50% off Adult Cats & Dogs
 (4 months and older)

RENO MAZDA KIA
 9475 S. Virginia St. • (775) 828-9666

Dramatically Increasing Pet Adoptions Get the Word Out and the People In

JONES/WEST Ford

10,000 **15,000** **20,000**

3500 **3500** **3000**

3000 **1900** **3000**

0 **1.99** **0**

JONES/WEST Ford
 1000 W. Washington Blvd. • Reno, NV 775-784-1111

Nevada Humane Society
 2825 Longley Lane, Reno, NV 775-858-2000
 www.nevadahumanesociety.org

Dramatically Increasing Pet Adoptions Get the Word Out and the People In

PET STARS

CITY CITIZENS **Sparks Tribune** **Next Issue Wednesdays** **BIG COLOR** **BIG CLASSIFIED**

CHANNEL 4 **CHANNEL 4** **CHANNEL 4** **CHANNEL 4**

NDS NEWSLETTER **NDS WEBSITE** **NDS** **CHAMBER BOARD**

Dramatically Increasing Pet Adoptions
Get the Word Out and the People In



Dramatically Increasing Pet Adoptions
Get the Word Out and the People In



Highlight Individual Pets

Dramatically Increasing Pet Adoptions
Get the Word Out and the People In



Highlight Individual Pets

Dramatically Increasing Pet Adoptions
Get the Word Out and the People In



Highlight Individual Pets

Dramatically Increasing Pet Adoptions
Get the Word Out and the People In

Could you love a beautiful lady with an attitude?

"My name is Miss Kitty.

I have been a long time resident of the shelter and would really love a home of my own. I used to be an office kitty back in the old building. Since we moved to this building I have been living in one of the Cat Colonies.

The reason I have been here so long is that I have attitude! Most people do not understand me. I need someone who will give me some space. I can be affectionate on my own terms, but sometimes I become over stimulated and meow or scratch.

I would prefer to live with only a few other kitties. I'm not crazy about the idea of living with a lot of other cats.

Could you be the right person to love me, attitude and all?"



Highlight Individual Pets

Dramatically Increasing Pet Adoptions
Get the Word Out and the People In

Highlight Individual Pets

♪♪ "Won't you look over this cat named Clover, Who's been overlooked before?" ♪♪

- John Sandler, NHS volunteer, inspired by tune "I'm Looking Over a Four-Leaf Clover"



Barn Cat Adoptions



Non-Toxic Pest Control - Adopt a Barn Cat:
A feral cat will keep your property rodent free for the price of daily cat food, and you'll be saving a life. Nevada Humane Society is seeking outdoor, homes with a barn, shed, or other shelter for healthy, spayed, & vaccinated feral cats. If you would like to adopt a barn cat or two, please call 775-856-2000, ext. 300.



BARN CATS: Non-toxic pest control. Spayed/Neutered and vaccinated. Nevada Humane Society 775-856-2000 ext. 336

Barn Cat Adoptions



Adopt a Barn Cat Non-Toxic Pest Control and Save a Life

Feral cats are unsocialized cats who were born outside without a lot of human contact. When these kitties do not want to curl up on your lap, they will have the attitude of a guard dog. Feral cats are not tame. They are wild. Feral cats are not pets because they would not make a great house cat. We are looking for the best of both worlds. We are looking for the best of both worlds. We are looking for the best of both worlds.

Adoption: We have several beautiful, healthy, neutered and vaccinated feral cats that are looking for outdoor homes with barns, sheds, or other shelter. If you would like to adopt a barn cat (or several) contact Nevada Humane Society. Email: info@nevadahumanesociety.org or phone 775-856-2000 ext. 300.

Be prepared for a brief period of adjustment. Moving into a new home or outdoor enclosure, and including other animals in a new environment, may take some time. Please be patient and understanding. We will be providing support during the adjustment process.

Dramatically Increasing Pet Adoptions Someone for Everyone

“Stay committed to your principles, but stay flexible in your approach.”

—Tom Robbins



Dramatically Increasing Pet Adoptions Someone for Everyone

Believe!







Contact Information:
Bonney Brown, Executive Director
 775-856-2000 Ext. 319
bbrown@nevadahumanesociety.org



A no-kill shelter creating a no-kill community.

