



GEORGIA'S HOMELESS PET CRISIS and WHAT IT'S COSTING US...

WHAT WE CAN DO:

- TO GET OUT OF IT**
- AND TO PREVENT FUTURE CRISES**





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THE PROBLEM:

Georgia's Animal Shelters and Rescues are in crisis and euthanizing healthy, adoptable dogs and cats every day

Georgia has had an overpopulation of dogs and cats for many years, but the Pandemic and the following financial crunch, from 2021 through today, has made it unmanageable.

The pandemic shut down the operations of most spay/neuter clinics, enabling thousands of pets to have litters of unwanted puppies or kittens, and they keep pouring in.

Unwanted pets keep coming into GA shelters, but adoptions and transfers out have dropped significantly, creating a bottleneck of homeless dogs and cats with nowhere to go.

Even shelters with multi-million-dollar budgets, and those that haven't euthanized animals for space in years, are having to kill healthy, adoptable dogs, puppies, cats and kittens to make space for more incoming animals.

Georgia's euthanasia rate continues to climb ...

Georgia Department of Agriculture: Shelter Report Data Export

Canine shelter euthanasia	Canine owner intended euthanasia	Canine "DIED" OR "LOST" IN SHELTER	TOTAL DOGS THAT DID NOT MAKE IT OUT OF SHELTER	PERIOD
6,962	1,082	531	8,575	2021 THROUGH OCTOBER
10,401	1,526	812	12,739	2022 THROUGH OCTOBER
3,439	444	281	4,164	INCREASE (-DECREASE)
49%	41%	53%	49%	INCREASE (-DECREASE)

The rate at which dogs aren't making it out of the shelter is up almost 50% in 2022 versus 2021.

Georgia Department of Agriculture: Shelter Report Data Export

Canine died in care	Feline died in care	Canine lost in care	Feline list in care	Canine shelter euthanasia	Feline shelter euthanasia	Canine owner intended euthanasia	Feline owner intended euthanasia
483	1,868	48	157	6,962	10,035	1,082	855
717	1,491	95	103	10,401	9,103	1,526	790
234	(377)	47	(54)	3,439	(932)	444	(65)
48%	-20%	98%	-34%	49%	-9%	41%	-8%

Canine died in care	Feline died in care	Canine lost in care	Feline list in care	Canine shelter euthanasia	Feline shelter euthanasia	Canine owner intended euthanasia	Feline owner intended euthanasia
323	1,022	34	103	4,217	6,601	600	505
485	1,008	81	74	6,582	5,927	1,064	538
162	(14)	47	(29)	2,365	(674)	464	33
50%	-1%	138%	-28%	56%	-10%	77%	7%

PERIOD	DIDN'T MAKE IT OUT OF SHELTER ALIVE	KILLED FOR SPACE	OWNER DIRECTED EUTHANASIA
2021 THROUGH OCTOBER	21,490	16,997	1,937
2022 THROUGH OCTOBER	24,226	19,504	2,316
INCREASE (-DECREASE)	2,736	2,507	379
INCREASE (-DECREASE)	13%	15%	20%

PERIOD	DIDN'T MAKE IT OUT OF SHELTER ALIVE	KILLED FOR SPACE	OWNER DIRECTED EUTHANASIA
2021 THROUGH JULY	13,405	10,818	1,105
2022 THROUGH JULY	15,759	12,509	1,602
INCREASE (-DECREASE)	33	1,691	497
INCREASE (-DECREASE)	7%	16%	45%

THE COST OF THE PROBLEM:

Having more cats and dogs than it has homes for costs Georgians approx. \$136 million annually:

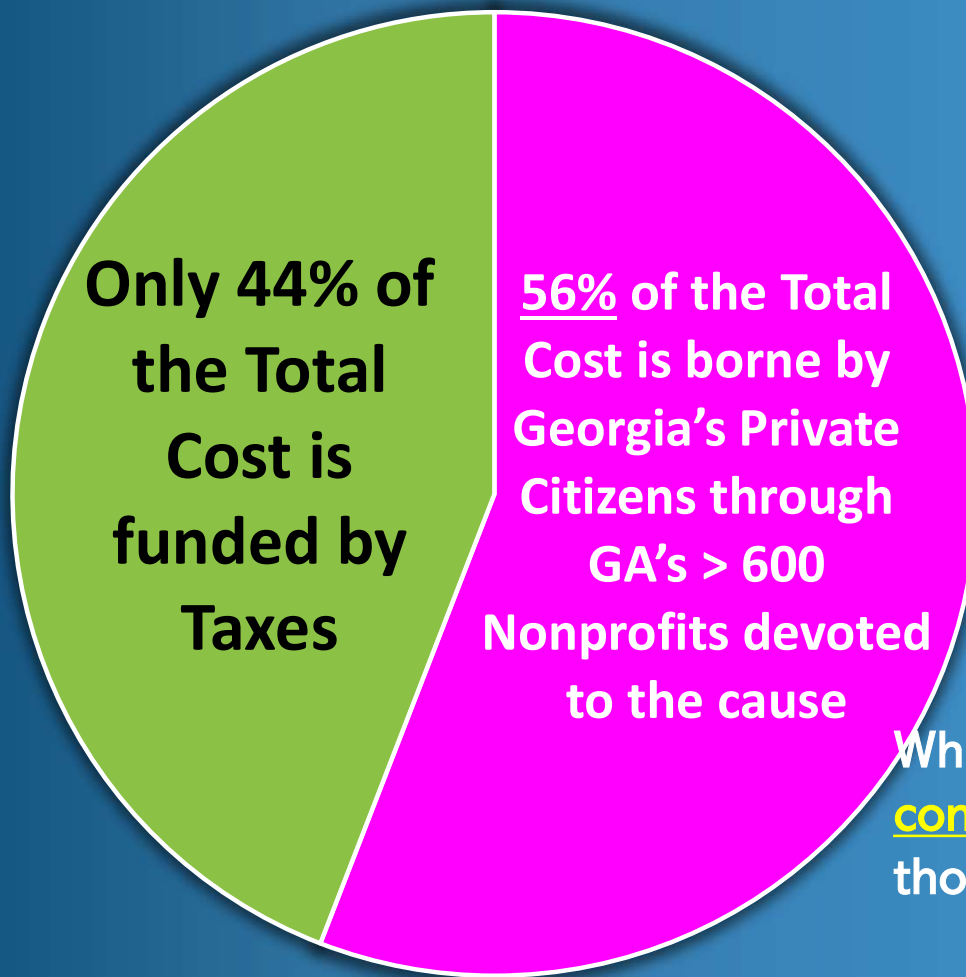
Animal Welfare Non-Profits: \$76 million

Municipal Animal Shelters: \$60 million

GRAND TOTAL \$136 million

These amounts are expenses only and DO NOT INCLUDE Capital Expenditures (such as purchases of new ACO trucks, equipment, shelter facilities).

This data demonstrates that CONTROLLING the HOMELESS PET POPULATION is an important need of Georgia's taxpayers that is NOT BEING MET.



Georgia's non-profit animal welfare organizations, funded by private citizens are picking up **56%, more than half, of the \$136 million cost to the state.**

That means thousands of Georgians are picking up the tab both privately **AND through their taxes to clean up a problem they didn't create.**

While more than 70% of Georgia's households contain at least one pet, and more than 50% of those households contain more than one pet.

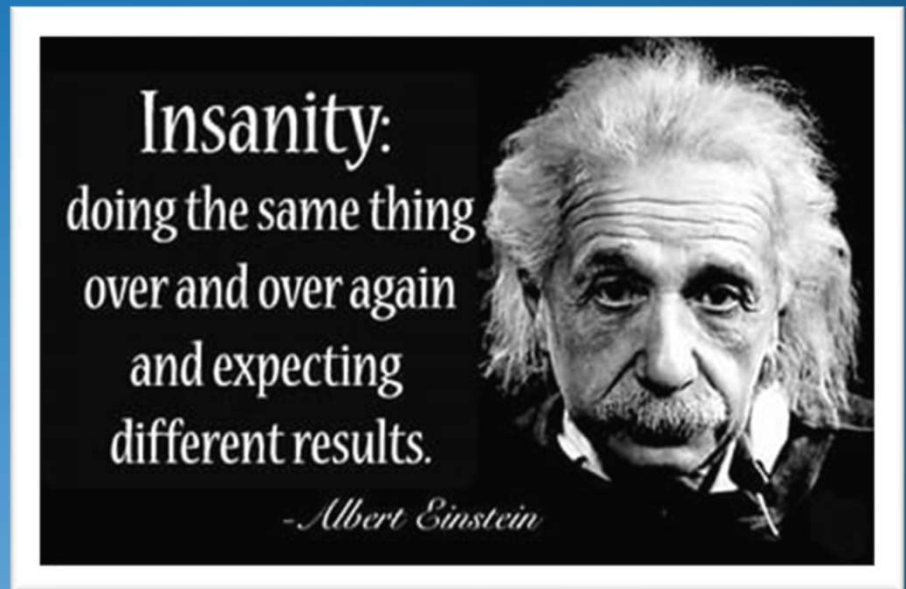
THE BOTTOM LINE is, WE NEED A DIFFERENT APPROACH!

Till now, most of that \$136m has been used re-actively to handle the already existing overabundance of pets.

Our proposal switches Georgia's approach to a more pro-active one, one that seeks to prevent homeless pet overpopulation through addressing some of its causes.

Georgia should invest in PRO-ACTIVE preventive measures because:

- 1. We cannot adopt our way out of the problem of having more dogs and cats than we have homes for.**
- 2. We cannot donate our way out of the problem of having more dogs and cats than we have suitable homes for.**



SHIFTING GEORGIA'S APPROACH...

The goal of Georgia's official public policy on homeless pets should be:

“LET'S PREVENT GEORGIA'S DOGS AND CATS FROM ENTERING ANIMAL SHELTERS IN THE FIRST PLACE”

This proposal seeks to do that by:

- 1. raising public awareness of the homeless pet crisis & the need to fix our pets**
- 2. providing free pet education & access to available pet owner resources**



As it stands now, our animal control agencies spend most of their time picking up strays, dumped animals and neglected owned animals, **INSTEAD** of doing their primary job which is educating the public and enforcing the law.

Our statewide animal welfare infrastructure, which includes the GA Dept. of Agriculture, is stretched beyond its resources due to the sheer number of homeless dogs and cats.

OUR PROPOSAL SEEKS TO ADDRESS SOME OF THE REASONS PETS END UP IN SHELTERS:

SOLUTION:

Too many Georgians get their first pet without knowing how to train, contain, and care for them properly, or not being aware of the financial and lifetime commitment it requires

Pet Education Portal

Some of Georgia's dog and cat owners are not spaying or neutering their pets because they are not aware of the shelter crisis due to a lack of good homes

Public Service Announcement Campaign Re: Shelter Crisis and Importance of Spay/Neuter

Some of Georgia's pet owners do not have the financial resources to get their pets spayed or neutered and aren't aware there are low-cost resources available through Georgia's vast number of non-profits

Pet Owner Resources Online Database

Some of Georgia's pet owners who need help with food and care aren't aware there are low-cost resources available through Georgia's vast number of non-profits

COMPONENT	DESCRIPTION	COSTS	
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Pet Education Portal

statewide online pet education portal

How to decide whether to get a pet or not
 Preparing for a new pet
 Dog Bite Safety - owned/not owned dogs
 Wildlife encounters
 Proper care of pets
 Careers with animals
 Relevant laws and ordinances

**\$50,000
upfront build**

**\$25,000
annual
maintenance**

Public Service Announcement campaign to increase awareness of the need to spay/neuter

statewide PSA campaign

Social media ads
 Website banners
 Posters at public places

**\$50,000
design/build**

**\$100,000
annual ad
budget**

Pet Owner Resources Online Database

statewide database of resources available to pet owners

Vet care
 Spay/neuter services
 Pet food pantries

**10,000
upfront build
cost**

**\$25,000
annual
maintenance**



COST PER YEAR

2023

2024

2025

2026

2027

**A statewide
online pet
education
portal**

50,000
upfront build

25,000 annual
maintenance

25,000 annual
maintenance

25,000 annual
maintenance

25,000 annual
maintenance

**a statewide
spay/neuter
PSA
campaign**

50,000
design/build

100,000 annual
ad budget

100,000 annual
ad budget

100,000 annual
ad budget

100,000 annual
ad budget

**A statewide
online
database of
pet owner
resources**

25,000
design/build

25,000 annual
maintenance

25,000 annual
maintenance

25,000 annual
maintenance

25,000 annual
maintenance

\$125,000

\$150,000

\$150,000

\$150,000

\$150,000

TOTAL COSTS FOR INITIAL BUILD AND 4 YEARS OF OPERATIONS, TO SUNSET OR CONTINUE AFTER PERFORMANCE EVALUATION OF PROGRAM

A statewide online pet education portal:

\$150,000

a statewide spay/neuter PSA campaign

\$450,000

A statewide online database of pet owner resources

\$125,000

TOTAL

\$ 725,000

The Pet Education Website, the PSA Campaign and the Pet Owner Resources Database will be built in the first year and then maintained each year for the next 4 years under a pilot program.

After 4 years of operation, these 3 program components will be evaluated for performance results in conjunction with current shelter statistics to decide whether to continue or dissolve.

Pet Education Portal

The goal of the online Pet Education Website is to address the lack of education among some Georgians on how to:

- Choose,
 - care for,
 - Contain,
 - Train, and
 - Socialize their pets
 - Keep communities safe from dog bites – both owners and non-owners
- Free to anyone with a Georgia zip code
 - Tailored to different age groups
 - Could be used for:
 - Individual parents or kids
 - Animal shelters adopting out pets
 - Animal rescue groups adopting out pets
 - Public or private schools across Georgia
 - Will be built using content from free sources and local SMEs from Georgia who will be paid for their time to produce materials.

PET EDUCATION CURRICULUM		
High School	Middle School	SUBJECT MATTER
X	X	Pet Care & General Knowledge <ul style="list-style-type: none"> Dogs - breeds, care Cats - types, care Small furries (gerbils, guinea pigs, rabbits) Reptiles Equine
X	X	
X	X	Safety around Animals <ul style="list-style-type: none"> Dog Bite Prevention Safe Behaviors/Reading body language How to Behave around Service Dogs and Other Working Dogs Wildlife encounters
X		Social Studies/Community & Animals <ul style="list-style-type: none"> Working Dogs Georgia's Animal Care Infrastructure: <ul style="list-style-type: none"> - Local and State (Animal Control / Services, Georgia Dept. of Natural Resources' Wildlife Division, Georgia's Dept. of Agriculture) Georgia's Local Ordinances and State Laws protecting Pets Animal Shelters Pet Owner Resources (Pet Food Pantries, Low cost vet care, vaccines and Spay/Neuter) Volunteering in Your Community Spotting and reporting Abuse/The Link between Violence against Humans & Animals
X		Animal Careers <ul style="list-style-type: none"> Veterinarians and Veterinary Nurses Animal Services, Humane Enforcement Officers, Animal Cruelty Investigators GDA Inspectors Dog Groomers Dog Trainers DNR Officers Kennels/Boarding

PUBLIC SERVICE ANNOUNCEMENT CAMPAIGN

One reason not enough of Georgia's dog and cat owners are spaying or neutering their pets is that they are simply NOT AWARE that:

- Shelters are full and euthanizing healthy dogs and cats for space
- There aren't enough homes for the puppies or kittens their pet could produce

Most folks wouldn't let their pet get pregnant if they know those offspring will end up homeless, in an animal shelter with euthanasia as a possible fate.



WHY SPAY AND NEUTER?

brought to you by  DVMmultimedia™ www.DVMmultimedia.com
DYNAMIC VETERINARY MARKETING

REDUCE SPRAYING & MARKING 	REDUCE ROAMING 	REDUCE AGGRESSION 
LOWER RISK OF CANCERS 	DECREASE OVERPOPULATION 	INCREASE LIFESPAN UP TO 3-5 YEARS 

In 3 years, and as early as 4 months old,
1 unspayed female and
1 unneutered male can produce:

512 DOGS
382 CATS

A statewide Public Service Announcement campaign would get this message out so that pet owners who can afford to and have access to a vet will actually get their pets fixed, preventing more homeless litters of kittens and puppies.

This would be accomplished through:

- * Social media ad campaign
- * Website banners
- * Posters at public places



PUBLIC SERVICE ANNOUNCEMENT CAMPAIGN –

Examples



**Georgia's animal shelters are full
Please spay & neuter to save lives**

Find help here:



**“Hey! Did you know
Georgia's animal
shelters are full of
dogs like me?”**

FIND SPAY/NEUTER HELP HERE:



PUBLIC SERVICE ANNOUNCEMENT CAMPAIGN –

Examples

I LIVE IN A NOISY SCARY SHELTER INSTEAD OF IN A HOME WITH A FAMILY BECAUSE THERE AREN'T ENOUGH GOOD HOMES FOR GOOD DOGS LIKE ME.



**HOW CAN YOU HELP?
SPAY & NEUTER YOUR PETS!
FIND RESOURCES HERE.**



SELLING >1 LITTER A YEAR WITHOUT A BREEDER'S LICENSE IS ILLEGAL IN GEORGIA



FIND SPAY/NEUTER RESOURCES HERE:



PET OWNER RESOURCES DATABASE



The goal of the online Pet Owner Resources database is to provide a way for Georgians to look up nearby resources for their pet care needs, such as:

- Pet food pantries
- Spay/Neuter services
- Low-cost veterinary services

Georgia has close to 700 non-profits devoted to animal welfare. Those offering services to the general public will be included in the list.

An individual will be able to search the resources by entering a county or a zip code to find services close to home.



Cobb County	ATLANTA WEIMARANER CLUB RESCUE (ATLANTA WEIMARANER CLUB RESCUE)	3399245
Cobb County	Stand Up Pups (REBECCA FISCHER-TRIPODI)	3400169
Cobb County	Fur Missioners Inc. (Lenora Fernandez)	3400183
Cobb County	Kitties and Co., Inc. (Kim Money Penny)	3400276
Cobb County	MUTT MADDNESS (Stephanie Teach)	33100554
Cobb County	NATIONAL BRITTANY RESCUE & ADOPTION NETW (KATHY MILLER)	33103503
Cobb County	GEORGIA HOUSE RABBIT SOCIETY (JENNIFER MCGEE)	33104606
Cobb County	COBB ANIMAL SHELTER AUXILIARY, INC. (JUDY ANN MANN)	33104657
Cobb County	PAPAYAGO RESCUE HOUSE, INC. (MARIA STODDARD)	33105839
Cobb County	DACHSHUND RESCUE FOUNDATION	
Cobb County	FANCY FELINE RESCUE OF THE SOUTH, LLC (FANCY FELINE RESCUE OF THE SOU)	3394520
County	Husky Pack Rescue, Inc (JENNIFER C. DAY)	33105788
County	KITTY ANGEL RESCUE (CHERYL DARITY)	3385935
County	BEST FRIENDS ANIMAL SOCIETY (Amanda Blair)	3399958
County	BOSLEY'S PLACE INC. (JENNIFER SIEGAL)	33105840
County	DANA'S DOGHOUSE (DANA LYNNE NEWTON)	33103852
County	GEORGIA HOMELESS PETS (Robin Gower)	33101812
County	Kudzu Cat Alliance (Julie Sims)	3400228
County	Lavelle, Inc (Bernadette Vlachos)	3400124
County	ATLANTA BOXER RESCUE, INC (DIANNE DA LEE)	33100283
County	CLAYTON CO. POLICE DEPT, ANIMAL CONTROL ()	3372
County	HUMANE SOCIETY/SPCA CLAYTON CO (ROBIN RAWLS)	3373
County		
County	Pooler Paws Inc. (Julianne Haynes)	3400257
County	Chatham County Animal Services (Dr. Charles Harper DVM)	337643
County	THE HUMANE SOCIETY FOR GREATER SAVANNAH (LYNN GENSAMER)	331131
County	DACHSHUND RESCUE OF NORTH AMERICA, INC. (DACHSHUND RESCUE OF NORTH AMI)	3390184
County	Red Clay Animal Rescue, Inc. (Emily Pointer)	3400021
County	Renegade Paws Rescue (Jennifer Taylor)	3400114
County	Tabby Tales Rescue (Vanessa Lewallen)	3400282
County	SAVE A LIFE (Melissa Mauldin)	33102131
County	GRRR GA Rescue Rehabilitation Relocation (MARGARET LYNN SKINNER)	33102917
County	COASTAL PET RESCUE, INC (LISA SCARBROUGH)	33103030
County	ONE LOVE ANIMAL RESCUE (KARRIE BULSKI)	33105772
County	IMAGINE PET RESCUE (CINDY MCMANUS)	33105859
County	CITY OF TYBEE ISLAND (Walter Hattrich)	3393868
County		
County	AUGUSTA ANIMAL SERVICES (AUGUSTA-RICHMOND COUNTY ANIMAL)	3319357
County	CSRA HUMANE SOCIETY INC (LUCINOVA (CINDY) S. BENTLEY)	3352776
County	AUGUSTA HUMANE SOCIETY, INC ()	3357499
County	Rocket's Rest Stop (Erin Jacobs Dennis)	3400188
County	BRASS KNUCKLE PIN UPS RESCUE INC. (CHERISH ALAINA DANFORTH)	33105812
County	Augusta Animal Rescue Friends	
Richmond County	Hands to Paws (Kathryn Ellis)	33105984
Richmond County	SAVE THE ANIMALS RESCUE SOCIETY, INC. (WILLENE COLVIN)	3389275 SUSPEN
Hall County	HALL COUNTY ANIMAL SHELTER (HALL COUNTY ANIMAL SHELTER)	33102411
Hall County	HALL COUNTY, HUMANE SOCIETY OF ()	3312311
Hall County	LABRADOR FRIENDS OF THE SOUTH, INC. (LABRADOR FRIENDS OF THE SOUTH,)	3396006
Hall County	Evelyns Rescue Inc (Teresa Reynolds)	3400002

REASONS TO SUPPORT THIS PROPOSAL:

- 1.) Reduce the Taxpayer Waste Created by Homeless Pets in Georgia
- 2.) Reduce the Impacts of Homeless Pet Overpopulation on Our Communities
- 3.) Acknowledge/Encourage the Human/Companion Animal Connection
- 4.) Acknowledge the Need for Pet Education given the Sheer Size of the Pet Owner Population for Public Safety Reasons
- 5.) The Ramifications of Pet Ownership affects more than 70% of our households and 100% of our taxpayer community.
- 6.) Assertions Here are Supported by Overpopulation Data
- 7.) Proposal Addresses to Some of the Causes of Homeless Pet Overpopulation that are the Easiest To Fix

Thank you for your attention

This proposal was put together by a coalition of Georgians involved in this fight either in advocacy, rescue or municipal animal control organizations.

For more information, please call or email us.

Email:

GAcompanionanimaladvocacy@gmail.com

AnneMarie Albaugh, CPA

Phone (703)347-3871

