



**Media Contacts:**

Shonali Burke

[shonalib@aspc.org](mailto:shonalib@aspc.org) / (212) 876-7700 x 4565

Anita Kelso Edson

[anitae@aspc.org](mailto:anitae@aspc.org) / (212) 876-7700 x 4566

## **ASPCA<sup>®</sup> MISSION: ORANGE<sup>™</sup>** **A PRIMER**

Founded in 1866 as the first animal welfare organization in the Western Hemisphere, the ASPCA<sup>®</sup> (The American Society for the Prevention of Cruelty to Animals<sup>®</sup>) continues to pursue its mission as charted by founder Henry Bergh—to provide effective means for the prevention of cruelty to animals. A national organization headquartered in New York City, the ASPCA's ongoing fight to prevent cruelty and alleviate the pain, fear and suffering of animals is supported by more than 1,000,000 members and supporters from across the United States. Our national programs, whereby we work with animal welfare organizations all around the country, include Anti-Cruelty & Legislative Services, Humane Education, Government Affairs and Public Policy, Shelter Outreach, Animal Behavior Services and the Animal Poison Control Center, and actively support our goal toward the day in which no animal will live in pain or fear.

As we enter our 141<sup>st</sup> year, the ASPCA is proud to partner with target animal welfare and community organizations around the country to launch “ASPCA<sup>®</sup> Mission: Orange<sup>™</sup>,”—a focused effort to create a country of humane communities, one community at a time—where animals receive the compassion and respect due to them as sentient beings, and where there is no more unnecessary euthanasia of adoptable animals simply because of a lack of resources or awareness.

In order to achieve this goal, the ASPCA will focus the bulk of its resources to aid animal welfare efforts, education and build capacity in these target communities, through the cooperation and inclusion of all those involved in animal welfare in these communities. We believe that we will effect more immediate, measurable and sustainable change for animals in these communities, especially for those animals most at-risk—the shelter population.

ASPCA Mission: Orange is the vision of ASPCA President & CEO, Ed Sayres, who is a firm believer in the power of a shared goal reached through cooperation and inclusion of all the organizations and agencies that share this goal. Mr. Sayres successfully implemented this model in San Francisco, and brought his vision to New York City in 2003 where, in 2005, the ASPCA joined the Mayor's Alliance for NYC's Animals. The Mayor's Alliance, founded in 2002, is comprised of 100 animal welfare organizations and rescue groups around New York City and has a public-private partnership with the City of New York to collaboratively reach its goal. In 2005, the ASPCA provided a \$5 million lead grant to the organization for the purpose of reaching the day when no New York City dog or cat of reasonable health and temperament is killed merely because he or she does not have a home.

Through similar partnerships with local community groups and animal welfare agencies in these target communities, the ASPCA will help improve save rates, prevent animal cruelty and create model humane communities. By approaching these goals in a strategic and measurable way, we

believe we can achieve our shared ideal of building humane communities, as well as achieve the optimal effect possible per dollar invested in the animals we all care so deeply about. It is our shared goal to end cruelty to, and provide for the welfare of, animals, through education and the dissemination of knowledge and resources, thus elevating the status of animals in our society.

Since each community has a different environment and needs, the ASPCA is collaborating with partners in each target community to develop the programs and resources that will be most effective in helping that specific community reach its goals. These may include, but are not limited to, board development and strategic planning work, Meet Your Match™ Canine-ality™ and Feline-ality™ programs and a variety of training opportunities. The ASPCA is proud to support these local and regional leaders that perform the every day tasks that are so vital to the wellbeing of animals in their communities—these leaders who truly are the “heroes” of their communities.

In addition to providing such resources, the ASPCA will invest up to \$200,000 in each of the target communities towards capacity-building and related animal welfare efforts as deemed necessary by the community leaders, to assist these communities in making significant inroads towards not just becoming, but maintaining, “humane community” status. Overall, based on shelter statistics, the common goal will be to increase the community shelter adoption rate by at least 10 percent by the end of 2007, and move towards a 75 percent “save rate” for the community shelter partners by 2010.

The ASPCA has made a three-year commitment to each of the communities it will partner with in 2007 as it launches ASPCA Mission: Orange. As work in these communities progresses and they move towards a sustainable model, the ASPCA will begin assessing other communities in 2008 and beyond to bring under this umbrella, as it progresses towards its ultimate goal of creating a country of humane communities.

Partner communities in 2007 are: Austin, Texas; Gulfport-Biloxi, Miss., Philadelphia, Pa., and Tampa, Fla. In addition, the ASPCA will continue to put the principles behind ASPCA Mission: Orange to work in New York City. The ASPCA also welcomes the Richmond SPCA of Richmond, Va., as the “learning laboratory” for these target communities, sharing its resources and expertise through learning and exchange programs with these communities to help them achieve their goals. The Richmond SPCA implemented a progressive operating model several years ago which has dramatically reduced the number of homeless animal deaths in Richmond. In 2006, as a result of the Richmond SPCA’s faithful adherence to this model, no healthy homeless animal died in Richmond.

### **About the ASPCA®**

Founded in 1866, the ASPCA® (The American Society for the Prevention of Cruelty to Animals®) was the first humane organization established in the Western Hemisphere and today has one million supporters. The ASPCA’s mission is to provide effective means for the prevention of cruelty to animals throughout the United States. The ASPCA provides national leadership in anti-cruelty, animal behavior, humane education, government affairs and public policy, shelter support, and animal poison control. The NYC headquarters houses a full-service animal hospital and adoption facility. The Humane Law Enforcement department enforces New York’s animal cruelty laws and is featured on the reality television series “Animal Precinct” on Animal Planet. Visit [www.aspc.org](http://www.aspc.org) for more information.

###