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ASPCA[®] MISSION: ORANGE[™]
FREQUENTLY ASKED QUESTIONS

Q. What is ASPCA[®] Mission: Orange[™]?

A. ASPCA[®] Mission: Orange[™] is a focused effort by the ASPCA, in partnership with select “target” communities, 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.

Beginning in 2007, the ASPCA will focus the bulk of its resources to aid animal welfare efforts, education and build capacity in these target communities through cooperation and inclusion of all those involved in animal welfare in these communities. By doing this, 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.

Thus, the guiding principles behind ASPCA Mission: Orange are:

- Risk: Efforts will be focused on saving those animals most at-risk, i.e. shelter animals;
- Inclusion: Efforts in each community will be inclusive, with the collaboration of all leading community agencies and organizations that share in this common goal, regardless of their personal philosophies; and
- The efforts in these communities will be measurable and aim to become sustainable.

Q. What is the meaning of the campaign’s name?

A. All animal welfare organizations agree that the animals most at-risk for euthanasia today are homeless animals, many of which are in shelters around the country. It is our mission to save these animals, most of which are healthy, treatable and adoptable, from needless euthanasia.

Since the color orange is identified with vibrancy and energy, it is our hope that by identifying the combined efforts of the ASPCA and its partners with this color, the public will begin to identify “orange” with the welfare of animals all across the country. This will, in turn, enable them to become strong advocates for animals and humane communities in their own communities, by going “orange” for animals and convincing their communities to do so as well. Our hope is that one day the color orange will be synonymous with animal welfare!

Q. What is a target community?

A. A target community is a geographic region that shares the philosophy of the ASPCA in moving toward an adoption guarantee and a humane community, and has been selected to be part of ASPCA Mission: Orange.

Q. Why has the ASPCA decided to concentrate on specific or “target” communities?

A. By focusing our efforts on target communities, the ASPCA can effect more immediate, measurable and sustainable change. We aim to do this by helping these communities improve save rates, prevent animal cruelty and create model humane communities in partnership with their local animal welfare agencies. By implementing this concept, we believe we will achieve our shared goal of building humane communities, as well as achieve the maximum effect possible per dollar invested in the animals we all care so deeply about.

Q. What are the 2007 target communities that are participating in ASPCA Mission: Orange?

A. The 2007 target communities are Austin, Texas; Gulfport-Biloxi, Miss., Philadelphia, Pa., and Tampa, Fla. In addition, the ASPCA will continue to focus on implementing the principles of ASPCA Mission: Orange in New York City through its work with the Mayor’s Alliance for NYC’s Animals. Finally, we are proud that the Richmond SPCA of Richmond, Va., is partnering with us 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.

Q. How were these target communities selected?

A. While selecting the 2007 target communities for ASPCA Mission: Orange, the ASPCA looked for the presence of a number of factors that would contribute positively to the campaign's success. These included strong, stable animal organization leadership; the existence of progressive programs, including TNR (trap-neuter-return); no restrictions on the ownership of specific breeds of dogs; proven inter-agency working relationships with common goals; transparency in data collection; and willingness to enter into a multi-year relationship. While there is no dearth of worthy communities across the country, the ASPCA felt the communities selected for 2007 possessed these attributes in abundance that would make for a strong start to this campaign.

Q. How can a shelter or community be included as part of ASPCA Mission: Orange?

A. The target communities have already been selected for 2007 and the ASPCA is looking forward to working with these chosen communities. However, as work in the original target communities progresses, we will start assessing other communities to bring on board in future years.

Q. How will rescue groups benefit from this new focus?

A. We hope that rescue groups that work within the target communities, or partner with other groups who are participating in the community initiatives, will benefit in any or all of the following ways;

- Improved relationships and networking;
- Access to greater resources as a result of the partnerships; and
- Becoming eligible for any available funding to further meaningful programs within the target community.

Q. When the ASPCA focuses on the selected target communities, will animal welfare organizations outside the selected areas not be able to obtain the support now provided by the ASPCA?

A. We are excited about the launch of this new initiative, and understand that it may lead to some concerns in communities that are not part of the first phase of this campaign. However, we are building a new, improved ASPCA National Outreach website to provide access to information on innovative programs and resources for shelters. This will be the perfect vehicle to share lessons learned, so that leaders in other communities too can start working towards becoming a model community. Rest assured, we will do our best to ensure no animals suffer because of the change in focus!

Q. In creating model communities, is the result or data collected going to be shared with other animal welfare agencies?

A. Absolutely! The ASPCA will make all measured results available to the shelter community. In addition, information about any programs, workshops and collaborations will be readily available.

Q. Are there specific goals for the target communities to achieve?

A. The ASPCA understands that each community is different and will achieve its goals in a different time frame from the others. As such, we will be assisting each community identify its measurable goals and the time frame to achieve them. 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
- More towards a 75 percent 'save rate' for the community shelter partners by 2010.

Q. Are these the only target communities that the ASPCA will work with, or will they change in 2008 and in future years?

A. The ASPCA is making an initial three-year commitment to each of the selected communities, since we recognize that each community will achieve its goals in a different time frame than others. Additional target communities may be added in 2008 and beyond as staffing and resources allow.

Q. What are the programs and resources that will be presented at these communities?

Because each community and its needs are different, the programs and resources offered will be different as well. Some programs and resources offered may include board development and strategic planning work, Meet Your Match™ Canine-ality™ and Feline-ality™ programs, financial assistance and a variety of training opportunities.

Q. Is the ASPCA investing financially in these communities?

A. Yes. In addition to providing the resources mentioned above, 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.

Q. What resources will be available for other organizations not in the target communities?

A. Resources will be available through Web sites, email as well as some one-on-one consults as time allows.

All programs conducted in the target communities will be documented on the ASPCA's Web site, and will be available for agencies to access and use. Additional resources and print materials will be made available for download from the Web site from time to time.

Select programs will continue to be offered nationally, such as: anti-cruelty trainings, The ASPCA[®] Henry Bergh Children's Book Award, Meet Your Match[™], and workshops and consults addressing shelter veterinary medicine.

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