



**ASPCA® MISSION: ORANGE™
QUESTIONS & ANSWERS FOR CHARLESTON MEDIA**

Q. How was Charleston chosen to be an ASPCA® Mission: Orange™ target community?

A. In Charleston, the ability of the local animal welfare groups to collaborate and work respectfully together was an important factor in its selection. Additionally, Charleston struggles with many of the same issues surrounding homeless pets as other communities and their community demographics are representative of most mid-sized cities around the country. Both these factors make the solutions, struggles and accomplishments that Charleston achieves a directly relatable model that many other communities can utilize.

Q. Who are the participating animal welfare agencies in Charleston?

A. Charleston Animal Society (formerly the John Ancrum SPCA)
2455 Remount Road, North Charleston, S.C. 29406; (843) 747-4849
www.charlestonanimalsociety.org

Pet Helpers

1447 Folly Road, Charleston, S.C. 29412; (843) 795-1110
www.pethelpers.org

Humane Net, Inc.

102 Glebe Road, Summerville, S.C. 29485; (843) 343-5123

Q. How many animals are relinquished in Charleston each year?

A. The three partner agencies took in a combined total 10,668 animals in 2007. Despite the tremendous work on the part of all the local agencies, more than 6,800 animals were euthanized.

Q. What are some of the other challenges, besides overcrowded shelters, that Charleston faces?

A. Besides unwanted pets, Charleston has high numbers of feral cats, as well as anti-cruelty issues and limited resources for expansion of spay/neuter programs. It also struggles with how to engage the community at large to become part of the solution to issues of pet-overpopulation and pet responsibility.

Q. How will ASPCA Mission: Orange address these issues and drive the effort of decreasing homelessness for pets in Charleston?

A. Funds will be used to improve adoption programs, reduce intake and increase the availability of low-cost spay/neuter, among other things. The ASPCA will conduct a community assessment to evaluate current resources as well as the capacity, strengths and challenges of the three sheltering agencies. Following this assessment, the ASPCA team and the local shelter partners will strategically plan how to prioritize and target efforts to maximize the number of lives saved,

while paying special attention to making sure these efforts are collaborative, measurable and sustainable.

Q. Is there a specific goal for Charleston to achieve as a participant in ASPCA Mission: Orange?

A. The ASPCA understands that each ASPCA Mission: Orange community is different and will achieve its goals in a different time frame from the others. As such, we will be assisting each community to 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 August 2009; and
- Move towards a 75 percent ‘save rate’ for the community shelter partners by mid-2011.

Q. How is the ASPCA contributing financially to Charleston?

A. In addition to providing the resources mentioned above, the ASPCA will invest up to \$600,000 in Charleston over a three-year period towards capacity-building and related animal welfare efforts as deemed necessary by the ASPCA team and the local shelter partners, to assist in making significant inroads toward not just becoming, but maintaining, “humane community” status. Part of this commitment is a \$200,000 check to launch the ASPCA Mission: Orange effort in Charleston.

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